

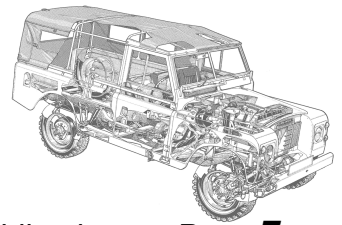
# LANDYNEWS .ONLINE

THE FREE ON LINE MAGAZINE FOR LAND ROVER NEWS



THE HOME FOR LAND ROVER NEWS  
LANDYNEWS.ONLINE

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## EDITORIAL

Hi and welcome to the seventh issue of **landynews.online**

We have another full issue for you, several brilliant photos, good news about UK car production, a fuel cell powered Defender, main dealers are open again, photo report from the Thruxton show and Sir Richard Branson's first flight in Virgin Galactic's space craft, supported by Land Rovers. There are several other articles we hope you'll find interesting too?

Please pass the web site address on to your friends and family and ask them to follow us on Facebook. Thanks for your support to date.

"The Team"

# LAND ROVER UK LAUNCH NATIONWIDE #OUTSPIRATION HUNT TO ENCOURAGE PEOPLE TO RECONNECT WITH THE GREAT OUTDOORS



**Land Rover UK launch a brand new platform #Outspiration, aimed to encourage the British public to get outdoors to improve mental health and wellbeing.**

Land Rover UK launched a nationwide, digitally-enabled 'treasure' hunt as part of a new #Outspiration campaign to encourage the British public to explore the outdoors, while contributing to the improvement of their mental health and wellbeing.

Building on this year's Mental Health Awareness Week theme being Nature, #Outspiration was developed to prolong the message of how important nature is to our wellbeing. Research conducted by the Mental Health Foundation showed that during the Covid-19 pandemic, going for walks outside was one of the top coping strategies, with 50 per cent of the public reporting being in green spaces had been vital for their mental health. Working in partnership with digital platform Landmark, users can login via the website ([www.OutspirationHunt.com](http://www.OutspirationHunt.com)) which using GPS, spotlights picturesque areas of natural beauty and #Outspiration locations on a map. Much like the successful 'Pokemon Go', the website also uses augmented reality to turn the UK into a real-world map of inspiring locations.

Once the user has physically made their way to the location on the map, a content card will pop up providing information on the area and why it has been selected as a place of #Outspiration.

Editor's note; Sorry this competition was so short run. It fell between issues. We are sure some of you would have liked to have entered, given more time.

The user will then be transported to an AR Experience, using their phone camera to move around in order to find the #Outspiration 'pin' at their location.

Each pin has an associated badge and there are 5 types of badge to collect, dependant on the location and area type: Peak, Water, Scenic, Landmark and Cultural. Each badge represents an entry into a prize draw where a total of up to £30,000 worth of prizes could be won, including a luxury week-long adventure holiday in Scotland with the loan of a Land Rover; ten weekend road trips with a Land Rover, powered by the brand's affiliate rental service 'The Out'\*\*, plus a host of half day experiences with Land Rover Experience.

The challenge included over 200 hotspots to be explored across England, Wales, Scotland, Isle of Man and the Channel Islands and ran from the 29<sup>th</sup> May to 6<sup>th</sup> June covering both half term and the bank holiday weekend.

**Anthony Bradbury, Jaguar Land Rover UK Marketing Director** said "After spending over a year in and out of lock-down and the current uncertainty around foreign travel, Land Rover hopes that this campaign will encourage people to get out and explore the great outdoors. Land Rover has always stood for capability and adventure: Go wherever, whenever, whatever the weather and with some inspiration from #Outspiration, the British public can explore near or far like never before; and while there are plenty of prizes to be won in this competition – the real prize will be the feeling of reconnecting with nature."

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## SUBSCRIPTION TO POP THE BALLOON PAYMENT BUBBLE

The days of the dreaded balloon payment – the hefty fee often left payable when a car lease or PCP comes to an end – and other hidden financial pitfalls associated with traditional car ownership could soon be consigned to the rear-view mirror thanks to the emergence of car subscription.

For years unlucky motorists have been left facing three options when their contract has run its course – keep their vehicle by paying a final balloon payment often amounting to several thousand pounds, find the money for a new downpayment and sign up to a new deal or hand back the keys.

Many will also have taken out GAP insurance (a policy to protect them in case a vehicle's value at the end of a contract does not cover the outstanding finance) while those who chose to buy outright, with the pain of the dreaded depreciation, seeing thousands of pounds written off the value of their new car the minute they drive it off the forecourt.

And of particular relevance given the economic turmoil caused by the pandemic, many will have found themselves tied into expensive contracts they no longer need or can no longer afford following a change in their circumstances. Recent data suggests that 80% of drivers didn't use their cars at all during lockdown, essentially wasting more than a billion pounds on payments for cars they didn't drive<sup>1</sup>.

But ultimate flexibility offered by car subscription could spell the end of this and other financial worries that have plagued car buyers' peace of mind in the past.

**Toby Kernon, CEO and founder of Wagonex – the UK's biggest vehicle subscription business – said:** "The whole point of car subscription is to find a new, more user-friendly and flexible way of owning a car. We're all used to subscribing to all sorts of products and services these days and so why should cars be any different. Why would anyone want to take out a big loan to buy a car they're going to lose money on or pay to repair something they don't actually own. Also, when times are so uncertain, why would they want to sign up for a big financial commitment when they don't know what the future may hold. Car subscription offers a solution to all these problems and more."

To find out more about car subscription or to find your next car, visit [wagonex.com](https://www.wagonex.com) now.

Wagonex



**JLR dealerships reopen after lockdown.** Not quite service as usual, but customers can now walk in and speak to staff face to face again. The coffee bars remain shut and there are plastic barriers across all the tables, but visitors can at last discuss their concerns/ servicing or their order with staff directly.

The Landynews.online decal wearing Discovery 5 above, was visiting the dealer to arrange a service.



## Emergency! Five simple tips to help an ambulance on a blue light journey

A set of tips for drivers has been assembled by road safety organisation GEM Motoring Assist to help keep them safe when making way for an emergency ambulance.



The tips relate to locations and situations where confusion can occur, such as traffic lights, roundabouts, motorways without hard shoulders and stretches of road with solid white lines where overtaking is not allowed.

The 10 animations provide simple-to-follow advice, approved by the emergency services, on what to do and what not to do when helping an emergency vehicle.

GEM chief executive Neil Worth said: *“Every driver wants to help and do the right thing, but the approach of a blue light vehicle can take them by surprise.*

*“We hope that our tips will minimise confusion and reduce risk.”*

### At traffic lights

An ambulance won't want you to go through a red traffic light. So don't break the law or take any risks by moving past the light. If you're first in the queue at a red light, stay where you are, and leave the ambulance to find its way around you.

### Roundabouts and junctions

If you're approaching a roundabout or a junction and you see an ambulance, look at its position, as this will let you know where it wants you to go. If you're already at the junction, be patient and wait for it to come past. There may be more than one emergency vehicle approaching the junction, so check before moving off.



### **Solid white lines**

On a road with a solid white line system, an ambulance will probably switch off its siren as it follows you. This is because overtaking is not allowed. So keep going – at the speed limit if it's safe – until you're clear of the solid white lines. When the siren goes on again, that's your cue to let the ambulance go past.

### **Motorways and dual carriageways**

On motorways and dual carriageways, move to the left to allow an ambulance to pass in the outside lane if it's clear. In slow and stationary traffic, emergency vehicles usually use the motorway hard shoulder, so you should only go onto the hard shoulder if you have an emergency of your own.

If there's no hard shoulder, make way for emergency vehicles by creating an 'emergency corridor' (as shown in the picture). When you've let an emergency vehicle through, stay where you are, as other vehicles are likely to be coming through.

### **Smart motorways**

On a smart motorway, one or more lanes may be closed because of an incident ahead – you'll know because of red X signs above the carriageway. Emergency vehicles will use these lanes if they can. Keep out of these red X lanes. If no lanes appear to be closed, be prepared to help create the emergency corridor.

### **Watch the animations**

Last year GEM launched '[Blue Light Aware](#)', a set of short video animations covering most of the situations where confusion can occur. The 10 animations provide simple-to-follow advice, approved by the emergency services, on what to do and what not to do when helping an emergency vehicle.

Follow GEM on Twitter [@MotoringAssist](#) for the latest industry news.

**CLASSIC ADVERTS**, Known as “The Mad advert”, for the Land Rover mobile phone.



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## OLD NEWS FROM 2015

# LAND ROVER 'DEFENDER 2,000,000' SELLS FOR RECORD £400,000 AT BONHAMS CHARITY AUCTION



- One-of-a-kind Land Rover 'Defender 2,000,000' sold for £400,000 at prestigious charity auction at Bonhams
- Thought to be most valuable production Land Rover ever to be sold at auction
- VIPs including Joanna Lumley join collectors and fans of the iconic vehicle as milestone Defender goes under the hammer
- 'Defender 2,000,000' – the two millionth Series Land Rover and Defender produced at Land Rover's Solihull, UK plant – assembled by all-star cast including adventurer Bear Grylls and actress and conservationist Virginia McKenna
- Vehicle created as tribute to almost seven decades of Land Rover production in the Solihull plant, ending in January 2016
- All proceeds from auction donated in their entirety to Land Rover's humanitarian and conservation partners, the International Federation of Red Cross and Red Crescent Societies (IFRC) and the Born Free Foundation

**London, UK, December 16, 2015** – A one-of-a-kind Land Rover Defender sold for a record £400,000 at a prestigious charity auction at Bonhams tonight, from which all proceeds are being donated to Land Rover's humanitarian and conservation partners. This is the thought to be the most valuable production Land Rover ever to be sold at auction.

The unique vehicle, the two-millionth of the iconic Series Land Rover and Defender models manufactured at Land Rover's Solihull plant since 1948, was sold to a bidder from Qatar. The vehicle was built in May 2015 by an all-star cast of brand ambassadors and people from Land Rover's history including Bear Grylls, Virginia McKenna OBE and Stephen and Nick Wilks, sons of the founders of Land Rover.



All proceeds from the sale will be donated to Land Rover's humanitarian and conservation partners: the International Federation of Red Cross and Red Crescent Societies (IFRC), who will use the donation to help communities in South-East Nepal to improve how they tackle natural disasters, and the Born Free Foundation who plan to use the funds to support the 'Project Lion Rover' wildlife conservation initiative in Meru National Park, Kenya. The project provides critical equipment to help protect lions and other wildlife and establishes education and community involvement to tackle issues such as snaring and poaching.

Attendee Joanna Lumley, Founder Patron of international wildlife charity the Born Free Foundation, expressed the importance of donations in the work they do worldwide to save lives, stop suffering and protect species in the wild: ***"To raise such a substantial amount with the sale of one vehicle is phenomenal. Without the support of the public and partners such as Land Rover, we would not be able to effectively make a positive change to the world as we know it."***

Born Free Foundation Founder and Trustee Virginia McKenna OBE said: ***"Despite seriously lacking mechanical skills, I was given the great privilege of attaching the number plates to this very special Defender. Land Rover has been in our lives since 1964, when my husband Bill and I went to Kenya to film 'Born Free'. Each day we went out in our vehicle with George Adamson and a lion; out on to the plains for our early morning walk. We are delighted that the money raised from today's auction will help Born Free's work with wildlife in the Meru area of Kenya."***

Mike Adamson, Chief Executive of The British Red Cross said: ***"We are extremely grateful to Land Rover for so generously donating half the proceeds of the sale of this one-off vehicle towards our work in Nepal. The Red Cross has used Defenders in humanitarian work and relief efforts in the UK and around the world since the early 1950s and has benefited from Land Rover's support on many occasions through vehicle donations and loans. This vitally important project in Nepal – the 18th supported by Land Rover – will improve the lives and livelihoods of thousands of people and communities."***

John Edwards, Managing Director of Jaguar Land Rover's Special Operations, who oversaw the build of the car, said: ***"Earlier this year, we had the opportunity to turn a milestone Land Rover into a true collector's car. With the expert help of my SVO team and a handful of willing Land Rover ambassadors, we created something unique and very special. Tonight's sale will go down as part of our history. Of course, Defender has a future and will live on in its own right. But the original Series Land Rovers and Defenders will also continue to thrive through our Jaguar Land Rover Heritage division."***

Robert Brooks, Bonhams Chairman, said: ***"It's a great privilege for Bonhams to have been selected by Land Rover to offer this historically significant, one-of-a-kind Defender at auction. Following spirited bidding, the gavel finally fell to a delighted bidder on the telephone, achieving an excellent six-figure sum for two wonderful charitable causes."***

The vehicle, built as part of a year of celebrations for the much loved 4x4 which will cease manufacturing in Solihull in January 2016, boasts a host of distinctive and bespoke finishing features including an engraved map of Red Wharf Bay – where the design for the original Land Rover was first drawn in the sand, and a unique 'no 2,000,000' badge. Inside, the leather seats also feature the 'Red Wharf Bay' graphic and 'no 2,000,000' logos have been stitched on the headrests. A bespoke aluminium plaque, signed by everyone who helped to assemble the vehicle is fitted to the driver's seat. **Special S90 HUE registration plates provide a fitting tribute to the first ever pre-production Land Rover, registration 'HUE 166'.**

## ABOUT DEFENDER 2,000,000

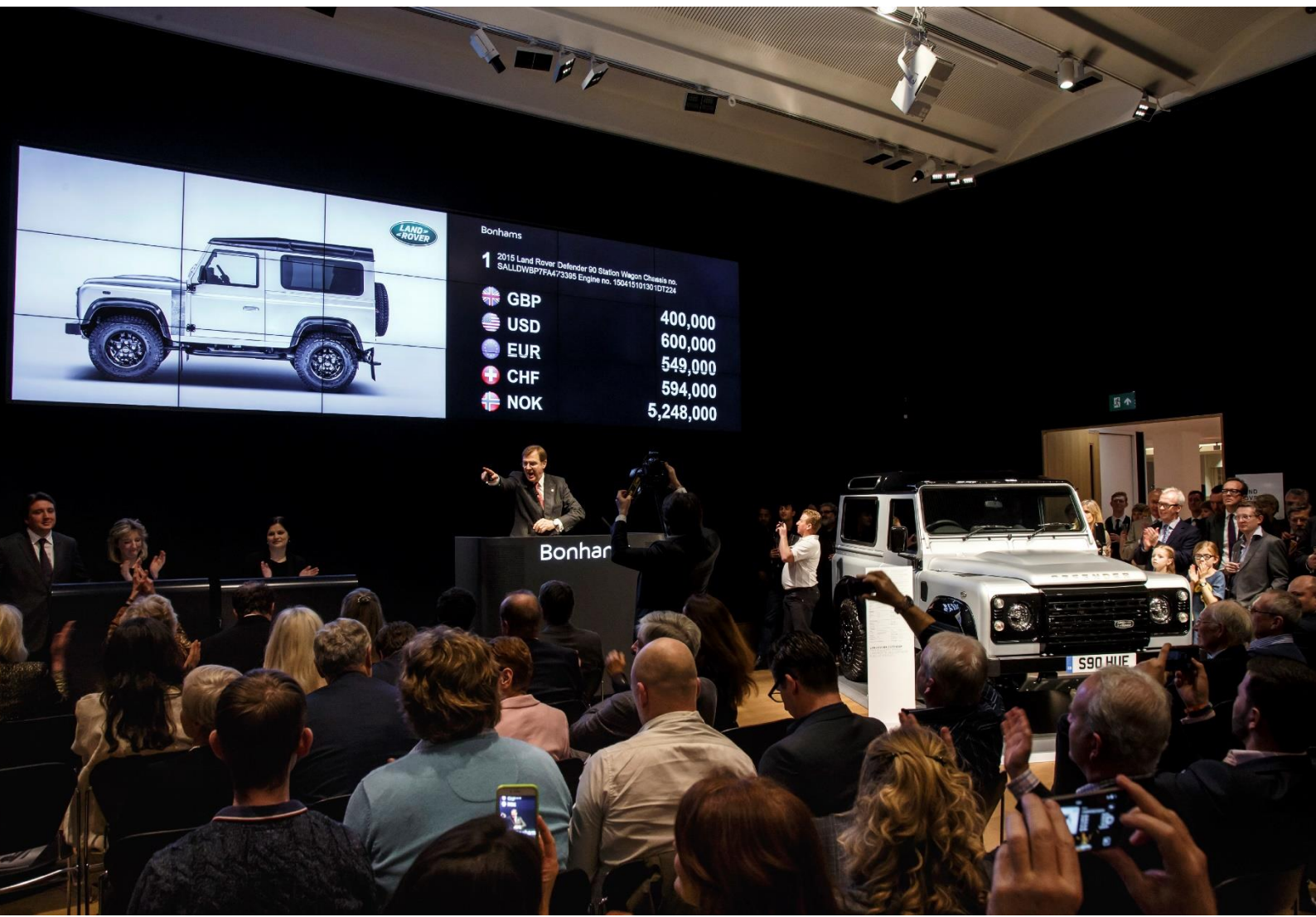
The 'Defender 2,000,000' vehicle features a plethora of distinctive finishing touches. A map of Red Wharf Bay – where the design for the original Land Rover was first drawn in the sand – is engraved into the aluminium fender, which contrasts with the exterior Indus Silver satin paint. A unique 'no 2,000,000' badge sits on the rear of the vehicle, which is mirrored on the interior console. The design is finished with Santorini Black wheels and wheel arches, roof, door hinges, grille and mirror caps.

Inside, the leather seats also feature the 'Red Wharf Bay' graphic and 'no 2,000,000' logos have been stitched on the headrests. A bespoke aluminium plaque, signed by everyone who helped to assemble the vehicle is fitted to the driver's seat plinth. On the front and rear, S90 HUE registration plates – a reference to the first ever pre-production Land Rover, registration 'HUE 166' – complete this one-of-a-kind Land Rover Defender.

Production of the original Land Rover Series I began at the famous Lode Lane facility in 1947 ahead of its launch at the Amsterdam Motor Show on 30 April 1948. Since then two million examples of the Series I, II III and Defender have been produced at Solihull.

The S90 HUE number plate references the first ever pre-production Land Rover, registration 'HUE 166,' nicknamed 'Huey'. This Defender 90 Station Wagon was designed by Land Rover's Design Director and Chief Creative Officer Gerry McGovern and his team and executed by Land Rover's Special Vehicle Operations team.

The vehicle combines the heritage of the Series Land Rovers with the premium finishes found on today's Defender Autobiography. Inside the vehicle, leather and machined aluminium touches complete the interior, including the fascia, steering wheel, gear knob and transfer knob, hand brake and door casings, all offering a premium finish.





## **PROJECT ZEUS**

# **JAGUAR LAND ROVER TO DEVELOP HYDROGEN-POWERED DEFENDER FUEL CELL PROTOTYPE**



- **Jaguar Land Rover announces hydrogen concept to be based on New Land Rover Defender**
- **Hydrogen fuel cell electric vehicle (FCEV) prototype to begin testing in 2021**
- **Hydrogen FCEVs forecast to top 10 million by 2030 with 10,000 refuelling stations worldwide\***
- **Project part of company's aim to achieve zero tailpipe emissions by 2036 and net zero carbon emissions across supply chain, products and operations by 2039**

Jaguar Land Rover is developing a prototype hydrogen fuel cell electric vehicle (FCEV) based on the new Land Rover Defender, with testing scheduled to begin this year.

The FCEV concept is part of Jaguar Land Rover's aim to achieve zero tailpipe emissions by 2036, and net zero carbon emissions across its supply chain, products and operations by 2039, in line with the [Reimagine strategy](#) announced last month.

FCEVs, which generate electricity from hydrogen to power an electric motor, are complimentary to battery electric vehicles (BEVs) on the journey to net zero vehicle emissions.

Hydrogen-powered FCEVs provide high energy density and rapid refuelling, and minimal loss of range in low temperatures, making the technology ideal for larger, longer-range vehicles, or those operated in hot or cold environments.

Since 2018, the global number of FCEVs on the road has nearly doubled while hydrogen refuelling stations have increased by more than 20%. By 2030, forecasts predict hydrogen-powered FCEV deployment could top 10 million with 10,000 refuelling stations worldwide.

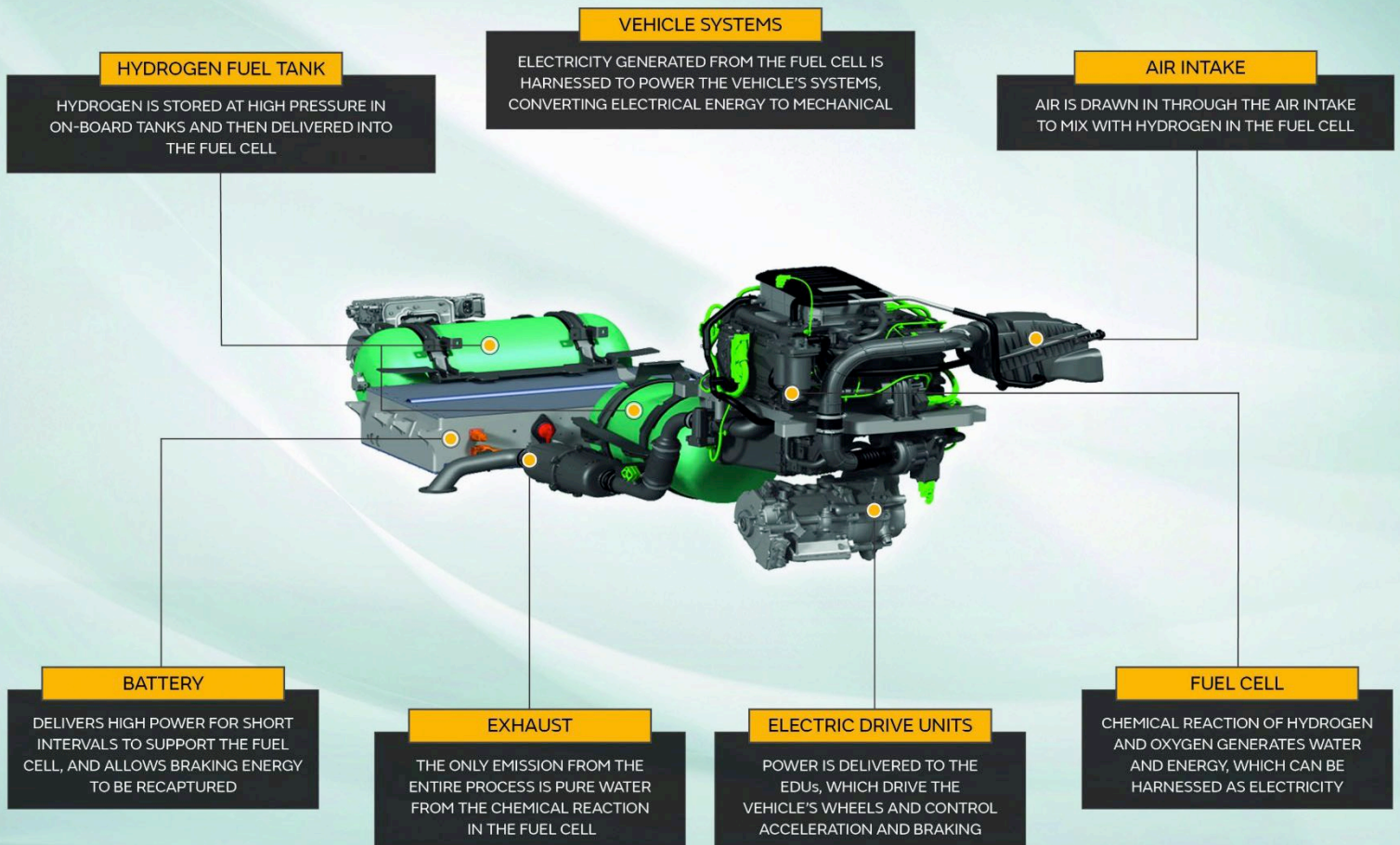
Jaguar Land Rover’s advanced engineering project, known as [Project Zeus](#), is part funded by the government-backed Advanced Propulsion Centre, and will allow engineers to understand how a hydrogen powertrain can be optimised to deliver the performance and capability expected by its customers: from range to refuelling, and towing to off-road ability.

The zero tailpipe emission prototype New Defender FCEV will begin testing towards the end of 2021 in the UK to verify key attributes such as off-road capability and fuel consumption.

To deliver Project Zeus, Jaguar Land Rover has teamed up with world class R&D partners, including Delta Motorsport, AVL, Marelli Automotive Systems and the UK Battery Industrialisation Centre (UKBIC) to research, develop and create the prototype FCEV.

**Ralph Clague, Head of Hydrogen and Fuel Cells for Jaguar Land Rover, said:** *“We know hydrogen has a role to play in the future powertrain mix across the whole transport industry, and alongside battery electric vehicles, it offers another zero tailpipe emission solution for the specific capabilities and requirements of Jaguar Land Rover’s world class line-up of vehicles. The work done alongside our partners in Project Zeus will help us on our journey to become a net zero carbon business by 2039, as we prepare for the next generation of zero tailpipe emissions vehicles.”*

## HOW A HYDROGEN FUEL CELL ELECTRIC VEHICLE (FCEV) WORKS

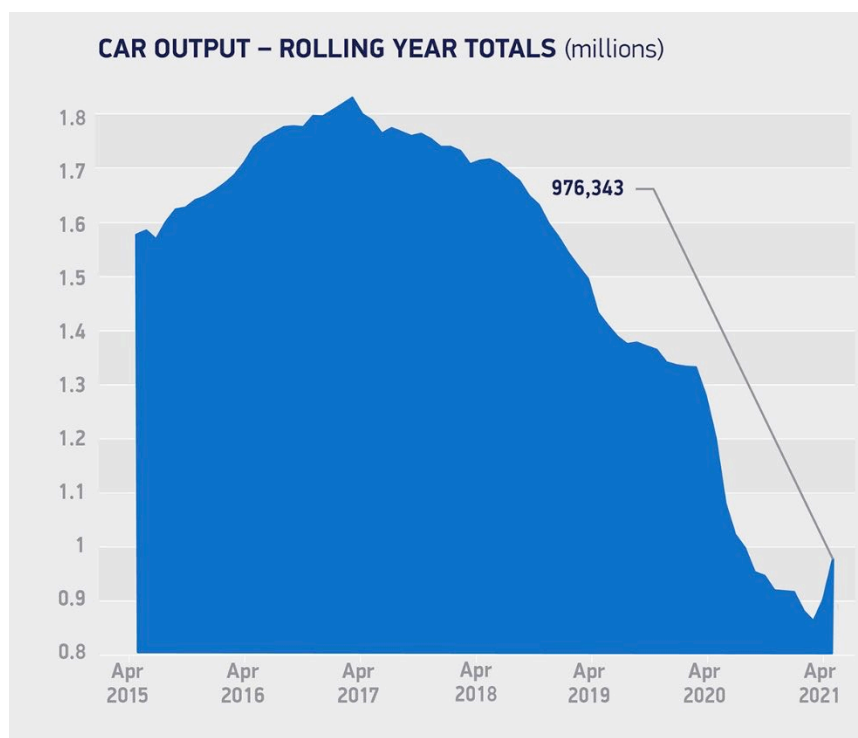


# April UK car production rebounds, but remains short of recovery

- UK factories turn out 68,306 cars in April, up dramatically on pandemic hit month in 2020 but still -3.8% below 2019 output.
- 374,864 cars made since January, up on 2020, but down -15.0% on same period in 2019.
- So far this year some eight in ten cars exported to global markets including the EU, US and China.

UK car production rose significantly, but artificially, in April according to the latest figures released by the Society of Motor Manufacturers and Traders (SMMT). Britain made 68,306 cars compared to just 197 a year ago when Covid restrictions effectively halted manufacturing. The performance was -3.8% below the April 2019 output. So far this year UK factories have turned out 374,864 cars, with April's performance offsetting earlier declines to drive a 17.3% overall increase, but -15.0% down on the same four-month period in 2019.

When compared with a five-year average, production was down -42.9% for the month and -31.1% for the period January – April, reflecting the scale of the challenge facing the industry as it seeks to recover from the pandemic.<sup>1</sup>



The April figures also reveal UK automotive manufacturing's increasing shift towards electrified vehicles. In the month, 22.8% of all UK car manufacturing was for battery electric, plug-in hybrid and hybrid cars, while in the year-to-date alternatively fuelled model production is up 33.1% on the same period in 2019, demonstrating the UK industry's commitment to meeting demand for these ultra-low and zero emission vehicles.

Compared with 2020, since January, production for the UK market has declined -3.1% while car exports have risen 22.5% with more than eight in every ten (83.3%) cars made shipped overseas. So far this year the European Union remains by far the most important destination for British cars, taking 52.1% of all exports, followed by the US (17.4%) and China (7.4%).

**Mike Hawes, SMMT Chief Executive**, said, "April's figures were always going to be exceptional as factories were closed at this time last year amid the first wave of the pandemic. However, the situation for UK car manufacturers remains challenging, particularly with the worldwide shortage of semiconductors affecting output. While it's good news that the UK is on track with its Covid roadmap back to normality, we still need strong domestic demand and given we're export-led, confident overseas markets to drive a recovery, both for the automotive sector and for the wider economy."

## CAR MANUFACTURING

	Apr-20	Apr-21	% change	YTD-20	YTD-21	% change
<b>Total</b>	197	68,306	34573.1%	319,449	374,864	17.3%
<b>Home</b>	45	7,975	17622.2%	64,622	62,625	-3.1%
<b>Export</b>	152	60,331	39591.4%	254,827	312,239	22.5%
<b>% export</b>	77.2%	88.3%		79.8%	83.3%	

# NEW F-PACE SVR AND DEFENDER V8 HEADLINE JAGUAR LAND ROVER'S GOODWOOD FESTIVAL OF SPEED



The latest Jaguar Land Rover models, representing the pinnacle of luxury, technology and performance, will be appearing both on display and participating in the famous hillclimb event at this year's Goodwood Festival of Speed. As well as a number of models appearing in the 'First Glance' and 'Supercar' batches, world-record holding stunt driver Terry Grant will also be putting on a daily high-speed, precision driving display 'up the hill' in Jaguar XE, F-PACE and F-TYPEs.

Recently subject to a significant update, the new F-PACE SVR, E-PACE PHEV and XF Sportbrake will each be appearing in the event's First Glance category, offering one of the first opportunities for the public to see these cars in motion. Sleek new designs, advanced new technologies and the introduction of new electrified engines mark out these cars from their predecessors.

The Jaguar Vision GT SV concept will make its public debut, representing Jaguar's ultimate virtual endurance racer. The Jaguar Design, SV and Jaguar Racing teams used detailed analysis of Gran Turismo gamer feedback from online videos and forums along with many hours 'behind the wheel' to determine exactly how to optimise the Vision GT SV concept to create the ultimate electric gaming endurance race car - one capable of accelerating from 0-60mph in just 1.65 seconds, on the way to a maximum speed of 255mph.

Joining the Jaguars in the First Glance category is the Defender V8, which builds on class-leading capability by delivering new levels of performance and driver engagement to the Defender, with a 525hp 5.0-litre V8 engine. Also appearing in the First Glance paddock is the Range Rover SV Autobiography Ultimate, showcasing the precision craftsmanship and near-limitless personalisation available in the SV Bespoke division. It's finished in a combination of newly formulated satin-finished Orchard Green paintwork complemented by a Narvik Black roof and copper detailing.

The SV Bespoke team's attention to detail extends to the Gloss Black knurled infill and copper-edged metal Range Rover badging on the bonnet and tailgate.

Taking part in the Supercar Run over the course of the weekend is the Jaguar F-TYPE 60 Heritage Edition, paying homage to the E-type during its 60<sup>th</sup> anniversary year. A specially curated commemorative specification includes solid Sherwood Green paintwork, an original E-type colour that hasn't been offered on a new Jaguar since the 1960s, and unique duo-tone leather interior which isn't normally available on F-TYPE. Only 60 will ever be built, with power from Jaguar's 5.0-litre supercharged V8, producing 575PS.

F-TYPE will be appearing on the hill alongside other Jaguar models as part of stunt driver Terry Grant's latest showstopping display. Having famously completed a barrel roll and a loop-the-loop in a Jaguar, and holding the world-record for the fastest car on two wheels 'up the hill', Terry will be driving up the hill in a thrilling close-quarters high-speed display, with F-TYPE, XE and F-PACE just inches away from each other.

Away from the action on the hill, visitors can also stop in at the Jaguar Land Rover stand, where the latest models will be on display in addition to pre-booked live drive experiences. Visitors to the stand will be offered a passenger ride in the thrilling F-TYPE drift experience or an off-road adventure in the new Defender on the challenging course around the stand.

This year, queues will be the thing of the past, as visitors will be able to pre-book their experience slot by simply tapping their smartphone on a contactless tag located around the show stand and can return later for their pre-booked experience. Guests can also enjoy live tennis matches from the Wimbledon Championship, of which Jaguar is an official partner, and live appearances from the likes of tennis player, Kyle Edmund, who will take part in the hillclimb on Saturday in a Jaguar F-TYPE.

**Rawdon Glover, Jaguar Land Rover UK MD, said:** *"We cannot wait to finally meet customers, enthusiast and fans in person again this year at Goodwood Festival of Speed. The festival is one of the absolute annual highlights in our calendar and this year we get to showcase an entire line-up of exciting new and refreshed vehicles. As always, we aim to provide our customers with a special, but safe experience when they join us on the stand, and are therefore thrilled to offer live drive experiences, allowing guests to experience our two iconic British brands dynamically."*



## Thruxton

With no reporters and as yet no press release, all we can show is these photos, taken by one of our readers, Steve Gadd. It was a unique event, with Land Rovers of all shapes and sizes mixing with classic cars and their racing.





## **ABOVE AND BEYOND: LAND ROVER SUPPORTS VIRGIN GALACTIC'S FIRST FULLY CREWED SPACE FLIGHT**

- **Mission accomplished: Land Rover vehicles support Virgin Galactic's first commercial space flight with a full crew**
- **Range Rover Astronaut Edition and Land Rover Defender 110 help put Sir Richard Branson into space for the first time**
- **Partners since 2014, Land Rovers tow Virgin Galactic space vehicles, transport astronauts and support day-to-day operations**
- **Watch the mission at [www.virgingalactic.com/](http://www.virgingalactic.com/)**

**Spaceport New Mexico, Sunday 11 July 2021:** Land Rover was part of the mission as Virgin Galactic completed its first ever fully crewed space flight, with founder Sir Richard Branson on board as one of four Mission Specialists.

The SpaceShipTwo Unity craft travelled with four Mission Specialists and two pilots on board. The six-strong crew started and completed their mission at Spaceport America in New Mexico. Sir Richard arrived for the 'Unity 22' mission in a Range Rover Astronaut Edition and after a safe landing his spacecraft was towed back to waiting well-wishers by a Land Rover Defender 110.

The company's fourth crewed spaceflight was the first to carry a full crew. Those in the cabin experienced out-of-seat weightlessness and incredible views of Earth from space.

Audiences around the world watched a livestream of the space flight, seeing first-hand the extraordinary experience Virgin Galactic is creating for future astronauts.

"This is an incredible technical and human achievement for the Virgin Galactic team as they took personal adventure to thrilling new heights," said Joe Eberhardt, President & CEO, Jaguar Land Rover North America. "Land Rover is proud to have supported this exciting mission and we look forward to supporting all the flights into the future."

Virgin Galactic is the world's first commercial 'spaceline'. It has already signed up around 600 Future Astronaut customers, who will be transported to their flights in vehicles supplied by partner Land Rover.

Land Rovers are part of daily life for the Virgin Galactic team, with roles which include towing the space vehicles, carrying equipment and clearing runways before take-off for the first private company to fly humans into space in a craft designed for commercial service.

Stephen Attenborough, Chief Customer Officer for Virgin Galactic, said: ***"Land Rover has been by our side, on our side and part of our daily lives at Virgin Galactic since 2014."***

***It was completely fitting that these capable, luxurious and iconic vehicles played a central part in today's historic events. As we look ahead to the start of a full commercial service, we couldn't be more delighted to know that Land Rover will be going Above and Beyond, as together we open space to change the world for good."***





Virgin Galactic founder Sir Richard Branson and Jaguar Land Rover Chief Creative Officer Prof Gerry McGovern OBE unveiled the Range Rover Astronaut Edition in 2019. Created by Land Rover SV Bespoke and offered exclusively to Virgin Galactic Future Astronaut customers, these luxury SUVs celebrate the partnership's shared values and the Future Astronaut community's historic contribution to the democratization of space.



# WOMEN ON THE MOVE AGAINST CANCER LAUNCHES WOMAC WEEKS

**July 2021.** Women On the Move Against Cancer (WOMAC) announced 'WOMAC Weeks' from 19 July to 1 August 2021 – an opportunity for all to get involved in fundraising at work or at home for its 2021 charity *brainstrust*.

Unfortunately, WOMAC's annual February party couldn't happen, but that hasn't stopped many people putting their hands in their pockets, or taking on challenges such as swims, runs and hair shaving. And the group of volunteers behind WOMAC, who all work in the automotive industry, hope its 'WOMAC Weeks' from 19 July to 1 August will bring a welcome boost to the funds already donated to *brainstrust*.

Everyone is welcome to join in the fun and there are many ways to get involved from bake sales to wearing blue for the day to quizzes. Donations can then be made via WOMAC's JustGiving page [here](#) and don't forget to post your activities on social media using the hashtag #WOMACWeeks and tagging WOMAC via its social media handles.

And every penny really does count with as little as £15 funding a place at one of *brainstrust*'s workshops; £40 covers the cost of providing a brain box; £100 pays for two hours of coaching; £300 covers six counselling sessions and £500 supports clinical research campaigns.

Just six months into 2021, WOMAC has already donated £10,000 to *brainstrust* thanks to the support of its wonderful community of Patrons and friends. In February, a donation of £5,000 funded 125 [brain boxes](#), given to people who have just heard the devastating words "you have a brain tumour".



Each *brainstrust* brain box is an essential toolkit of tailored and accredited resources designed to support patients and carers. Each person receives a special gift too, promoting the importance of self-care, and WOMAC supporter Rachel Brett, an independent Neal's Yard consultant, donated hand creams. *brainstrust* also provides 'little brain boxes' for children and families.

A further £5,000 was donated which will support *brainstrust*'s [Wonderful Memories](#) appeal, honouring wonderful memories of wonderful people no longer with us. These funds will support workshops and counselling sessions.

**Helen Bulbeck, *brainstrust* founder, said:** "We are honoured to receive another generous donation from WOMAC, supporting our Wonderful Memories appeal. As we celebrate the lives of wonderful people, touching tributes are helping to raise funds to provide vital support for those living with a brain tumour today. WOMAC's heartfelt donation of £5,000 could pay for more than 300 people to attend one of our tailored online workshops delivered by the *brainstrust* team and expert speakers from across the UK. Our bespoke webinars cover a wide range of essential topics to help the brain tumour community thrive."

**Georgia Fox, Chair of WOMAC, said:** "I'm thrilled we have already been able to donate £10,000 to *brainstrust* in a difficult year where our biggest fundraiser – our annual party – had to be postponed.

"The generosity of our supporters and friends never ceases to amaze me and I'm so grateful to each and every person who has donated or taken on a challenge for WOMAC. Any amount, big or small, really counts in making a difference to someone who is going through a very difficult time."

Donations in 2021 are going towards *brainstrust* which supports patients, caregivers and families facing a life-limiting brain tumour diagnosis, through offering practical advice and emotional support to improve their mental well-being.

For more details about how to support WOMAC, please contact Georgia Fox on +44 7973 915 199.



## About WOMAC

Women On the Move Against Cancer is a group of female volunteers working in the automotive industry. It was established in 1979 and aims to continue the fight against cancer by supporting a variety of projects, searching for more effective treatments or improving the quality of life for cancer sufferers, their families and carers.

Website: [www.womac.co.uk](http://www.womac.co.uk)

Twitter: @WOMACTweets

Facebook: WOMAC – Women On the Move Against Cancer

Instagram: womacfundraising

LinkedIn: WOMAC – Women On the Move Against Cancer

# LAND ROVER AND BOWLER, LAUNCH THE BLOWER CHALLENGE

Bowler Motors, the off-road performance specialist, has revealed the Land Rover Defender rally car that will compete in its own championship in 2022.

Bowler, founded in 1985, is based in Belper, Derbyshire and pioneered the production of dedicated off-road competition cars in the UK.

It has achieved international success in rally raid events, having previously participated in the Dakar Rally, British Hill Climb Championship and French Baja with their Tomcat, Wildcat & Nemesis models.

Bowler provides its customers with competition racing events, to provide them with the driving skills and technical competition knowledge necessary to undertake international rally raid events.

Bowler has become synonymous with conversions and modifications of Defender models, designed to enhance power, handling, braking and comfort. These can be tailored to suit individual requirements and desires, including bespoke engineering requirements.

Since its inception Bowler has had a close affiliation with Land Rover, which was formalised with a brand partnership in 2012 that led to the creation of the popular Defender Challenge by Bowler rally series in 2014-2016.

The business was acquired by Jaguar Land Rover Group in December 2019 and forms part of Special Vehicle Operations.

*SEE OUR NEXT ISSUE FOR THE FULL STORY...*





## LAND ROVER PHOTO'S, TOO GOOD NOT TO USE



DISCOVER The best tool for the job



## Almost half of motorists support making 20mph the new 30mph



New research by IAM RoadSmart, the UK's largest independent road safety charity, reveals that support for reducing the speed limit on all urban roads from 30mph to 20mph has increased in recent years with almost half of drivers now in favour.

Overall, 44% of drivers surveyed agree all current 30mph limits should be replaced with a 20mph limit, a 13% increase from the same representative sample surveyed in 2014.

Crucially, areas outside schools were seen as the highest priority for reducing speed limits to 20mph, receiving support from an overwhelming 89% of respondents.

The main reasons put forward by supporters of a blanket reduction in the speed limit are to 'make the roads safer' (49%) and 'reduce accidents / saving lives' (24%).

Meanwhile, those against argue that 20mph is too slow and that individual roads or areas should be considered rather than a blanket ban.



Significantly, just over half of drivers, 54%, would like the road outside their home to have a 20mph limit, much higher than 44% when the survey was last conducted seven years ago, possibly indicating that lockdown may have made people more aware of their immediate environment.

Neil Greig, IAM RoadSmart Director of Policy & Research, said: "Improving road safety is key but a blanket ban on reducing 30mph speed limits to 20mph speed limits isn't necessarily the best route.

"Each situation needs to be decided on a case-by-case basis, with local considerations and consultation playing an important role."

Further findings from the study found strong support for a ‘soft touch’ for drivers caught speeding up to 30mph in a 20mph zone, with 64% of respondents favouring a tailored driver education course rather than a fine for offenders.

Neil added: “The key requirement for any 20mph zone must be that it is self-enforcing and self-explaining through signposting and road markings that makes sense, or by installing high quality traffic calming features.”

For more information about IAM RoadSmart, which helps to improve driving and riding skills through courses and coaching, visit [www.iamroadsmart.com](http://www.iamroadsmart.com).



### **About IAM RoadSmart**

IAM RoadSmart has a mission to make better drivers and riders in order to improve road safety, inspire confidence and make driving and riding enjoyable. It does this through a range of courses for all road users, from online assessments through to the advanced driving and riding tests. IAM RoadSmart is the trading name of all businesses operated by the UK’s largest road safety charity, the Institute of Advanced Motorists (IAM) and was formed in April 2016 combining the IAM, IAM Drive & Survive, PDS and IAM Driver Retraining Academy. The organisation has almost 85,000 members and campaigns on road safety on their behalf. At any one time there are over 7,000 drivers and riders actively engaged with IAM RoadSmart’s courses, from members of the public to company drivers, while our Driver Retraining Academy has helped 2,500 drivers to shorten their bans through education and support programmes.

To find out more about IAM RoadSmart products and services visit: [www.iamroadsmart.com](http://www.iamroadsmart.com)



### **The Footman James crowns #FJShowUsYourShed winner**

Specialist vehicle insurance provider, Footman James, is proud to announce Lee Sunderland and his family as the outright winner in its *Show Us Your Shed* competition to find the best garage or workspace where enthusiasts can indulge in their automotive passions.

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With a stunning space inspired by Hot Wheels, Lee’s family entry wowed the judges with its simple yet creative approach to a special motoring space. Conceived and then executed during the first lockdown in March last year, Lee and his 12-year-old son, Stanley, picked up their paint brushes to create a homage to the family’s collection of over 2500 die cast toy cars. The unique garage also provides a home for the family’s restored 1970 Mk III Austin Mini 850.



Launched in March, the Footman James social media competition called on motoring nuts, engineering fans and garagistas to share their places of solitude – the spaces where they felt free to tinker, learn a new skill, or simply chill out. From the tiny to the tremendous and the clinical to the chaotic, sheds of all denomination were submitted for consideration.

Talking of his victory, Lee said: “It’s fantastic news, and I’m a little lost for words. Much of the credit must go to Stanley as it was his idea, with me helping on the planning and buying the paint. The materials cost just over £20, and it goes to show you don’t need a big wallet to make something special.”



In addition to receiving the inaugural custom made 'Shed Head 2021' trophy, Lee and his family will receive a unique piece of artwork featuring their Austin Mini, commissioned from respected automotive artist Stefan Marjoram.

The volume of high-quality entries required the judges to whittle sheds down to the best 50 before the task of finding the top three could begin in earnest. Rather than work on the basis of which were the largest, or how much has been spent, they looked for the passion and the personality behind each.

Ultimately the judges, which included Footman James ambassador and motoring authority Harry Metcalfe,

selected Sunderland's garage as the outright champions thanks to its: '*Creativity, execution and down-to-earth approach*'.

Open to everyone, not just Footman James clients, *Show Us Your Shed* submissions were made via the Footman James website and entrants could share on Twitter, Instagram and Facebook, using #FJShowUsYourShed.

David Bond, Managing Director of Footman James said, "*We had such a diverse range of entries, from spare rooms through to industrial units, but Lee's garage perfectly captured the essence of what we were looking for. Sheds can be so much more than just a place to store tools – and as a family project produced under lockdown, it was impossible to beat. Sheds are places where you should be able to let your imagination run wild as you enjoy your hobby, yet they don't have to be big or expensive.*"

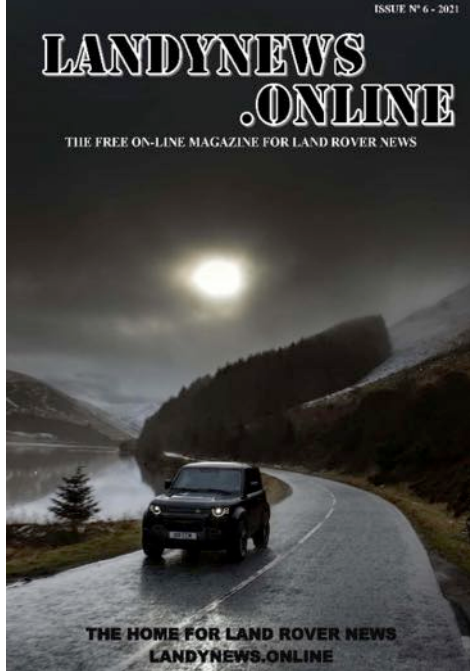
In addition to the winner's entry, the judges wanted their runner-up to receive an honorable mention.

Jonathan Gilbert Candy's car and motorbike themed entry impressed the judges with its honest approach to enjoying a collection of vehicles. The result of 35 years of gradual work, Jonathan's unassuming double garage is home to a diverse selection of machines as well as automotive memorabilia.



Lee's full story will be in the next digital issue of Footman James' FJ Times magazine. This will be available in the coming weeks on its website.





Issue 6

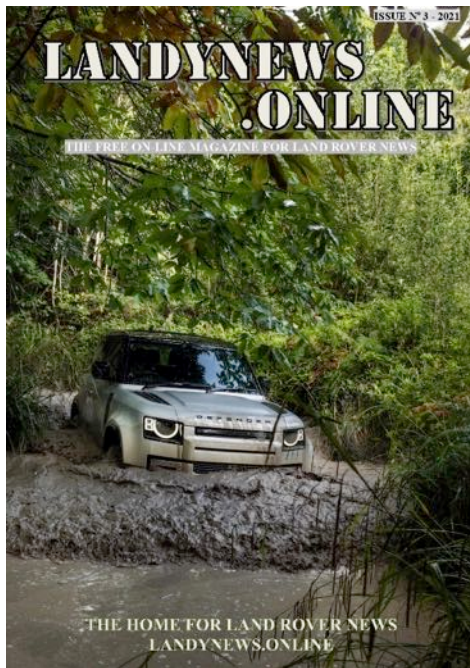


Issue 5



Issue 4

**BACK ISSUES** Just in case you've missed our older issues, they are all available to read on line or to download from our web site, <https://landynews.online> ALL FOR FREE! They can all be found on the "downloads page".



Issue 3



Issue 2



Issue 1



*The start of it all. Test Issues numbers 1 (left) and 2 on the right.*

Storage space on the web site is limited, so there will come a time when older issues have to be removed. Enjoy while you can.



## FINAL THOUGHT FROM THE TEAM.

# The impact of Covid-19 on classic car sales: Car & Classic records post-lockdown market shift



- Data from Europe's leading classified site for classic cars reveals pandemic has led to substantial changes in the marques and models buyers are looking for
- Overall searches are up 39 per cent across top 200 cars
- Interest in 'dream' sports cars surges with Porsche 911 number one search (was fifth in Q1 2020). Jaguar E-Type (second), Ford Mustang and Nissan Skyline also rising
- Everyday classics such as the Ford Cortina have dropped in the rankings
- Capri loses top spot but three Fords still in the top 10
- Big jumps in interest for Japanese modern classics such as Nissan Skyline, Toyota AE86 Corolla and Supra
- [www.carandclassic.co.uk](http://www.carandclassic.co.uk)

Data from Europe's leading website for classic car sales, Car & Classic, highlights a significant shift in the volume and type of cars enthusiasts are searching for after a year of restrictions and lockdowns. Popular classics such as MGB GT, Volkswagen Beetle and Ford Cortina, (the latter falling from second to ninth when comparing Q1 2020 and Q1 2021), have slipped down the rankings, with 'dream' sports cars moving up. The Porsche 911 is now the most

searched for vehicle on Car & Classic, followed by the Jaguar E-Type. The 911 replaces the Ford Capri on the site that has seen a 39 percent rise in vehicle searches of its top 200 cars, with buyers feeling now is the time to search for the dream car they always wanted.

The data comparing Q1 2020 and Q1 2021 highlights other substantial movements that reflect trends in the wider European classic car market. Young timers or modern classics have risen in popularity with the 1980s E30 BMW 3 Series now the third most searched for car on the site. Japanese classics have also experienced a surge in interest. Enthusiasts have also warmed to 80s hot hatches with a 25 percent rise in the number of searches for an XR2 and 44 percent for the Ford Escort XR3i. Japanese marques are also increasing in favour, with the Toyota Supra, Mazda RX-7 and Toyota MR2 now featuring in the top 16 with the Nissan Skyline moving up 131 places to 27<sup>th</sup> place.

**“So many of us spend time ‘car and classicing’- searching through the 40-odd thousand cars we list for sale either in our classifieds or auction,” says Chris Pollitt, head of editorial at Car & Classic. “The searches highlight how the pandemic is driving and accelerating change in the classic car field. For some, it has meant more time to start a new project, for others, money saved not going on holiday could mean now buying the dream car they always wanted to own.”**



“The data also underlines that the classic car world is always changing. Whether that’s a new wave of cars such as 80s and 90s modern classics that are increasingly in vogue or a new generation of enthusiasts coming through with more time looking for some nostalgia. Or even pre-war or early post war cars becoming more affordable as fashions change. It’s truly fascinating to see what people are looking for. I still can’t quite believe there were 10,000 searches for Reliant Robin!”

Alongside its classified offering, Car & Classic launched its stand-alone auction site in July 2020, as a reaction from the market demanding online-only car sales. Car & Classic offers the sellers protection with free escrow as well as 0 per cent buyers’ fees. The specialised auction site is currently having its busiest period with over 100 auctions on the site in the month of April, the same time that the UK lockdown rules eased therefore proving that auctions are here to stay and it is not just a Covid-related project.

# IMPACT OF COVID-19

## THE CLASSICS WE WANT ARE CHANGING

Porsche 911 is now the most searched for car on Car & Classic



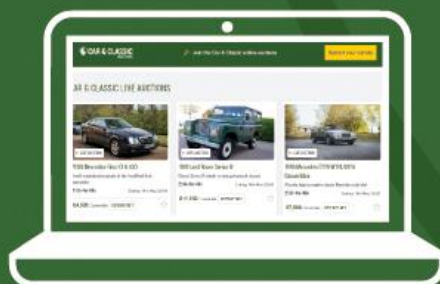
Over **168,000** searches for Porsche 911

Modern classics rising in popularity



*Modern Classics*

Japanese cars have risen in popularity with four in top 16



Searches are up **39%** between 2020 and 2021 with 3.8 million unique users per month

Interest in pre-war cars including **Bentleys** and **Rolls-Royces** remain popular, while modern classics such as the **XR3i** have seen a **44%** increase in searches



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