

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 our fifth issue of **landynews.online**

The front cover has a stunning shot of a chain of Defenders connected by their recovery eyes, showing how strong they are. Do you remember "The Big Lift"? Land Rover hung three other SUV's off a Discovery 3 for the same reason. There is a video of it on Youtube somewhere?

Please pass the web site address on to your friends and family and ask them to follow us on Facebook as well. Anything you can do to help us attract some sponsorship or advertising will help us keep the site and magazine going in the future. Also, please let us know what you think of the new contents layout?

Many thanks for your support to date.

"The Team"



BFGoodrich Mud Terrain T/A^{KM2}

The second generation of the legendary off-road tyre

BFGoodrich launched the second generation of its celebrated 4x4 off-road tyre, the Mud Terrain T/A^{KM2}, in Europe. The tyre replaced the BFGoodrich Mud Terrain T/A^{KM}, which was at the time, both the market leader in the off-road category and the spearhead of the BFGoodrich brand in Europe.

During the design phase, engineers focused on producing a tyre capable of overcoming all obstacles on harsh, uneven, muddy and rocky surfaces, which is why robustness was their top priority.

To ensure exceptional strength and endurance, three technologies have been incorporated into the BFGoodrich Mud Terrain T/A^{KM2} – aggressive sidewall lugs, cut and chip-resistant sidewall compounds, and stronger sidewall cords.

These three technical features have already proven their effectiveness on the most successful tyre in the history of extreme, off-road racing, the BFGoodrich Krawler TEK.



The sidewall cords of the BFGoodrich Mud Terrain T/A^{KM2} are up to 33% stronger than those of the previous-generation tyre. The TriGard 3-ply casing also has stronger cords that significantly improve sidewall damage resistance.

The tyre features thick lugs on the shoulders that extend onto the sidewalls. These provide the dual benefit of superior grip and enhanced protection and the new cut and chip-resistant rubber compound greatly reduces the risk of tears caused by sharp rocks.

Delivering enhanced strength, damage resistance and grip, the new BFGoodrich Mud Terrain T/A^{KM2} provides off-road drivers with outstanding performance regardless of surface conditions. It will be available in 16 sizes in 15, 16 and 17 inch diameters for tyre widths from 215 to 305 mm, in 85 to 70 series aspect ratios and with a Q speed symbol. The M+S marking on the sidewalls indicates that the tyre has been approved for use in mud and snow.

LAND ROVER AND ROYAL GEOGRAPHICAL SOCIETY LAUNCH 2021 'EARTH PHOTO' CHALLENGE



- Land Rover and Royal Geographical Society (with IBG) extend partnership to include global photography competition and exhibition
- Earth Photo 2021 aims to promote discussion of environmental and geographical issues through photos and videos
- Leading Land Rover designer Amy Frascella joins judging panel
- Land Rover has worked with the Royal Geographical Society (with IBG) for over 40 years
- Entries now open for 2021 competition

Land Rover is partnering with the Royal Geographical Society (with IBG) to launch the 2021 Earth Photo competition – inspiring people to get out into the landscape and appreciate their surroundings. Earth Photo is an international photography competition that aims to promote environmental and geographical issues by revealing the stories behind the winning images and videos. Entries are now open, with exhibitions of winning and shortlisted images and videos in the summer and autumn. Earth Photo 2021 breaks new ground in a long partnership. Land Rover has worked with the Royal Geographical Society (with IBG) on fieldwork and expeditions for more than 40 years, providing vehicles and expertise, and funding training and outreach projects.

Laura Wood, Head of Global PR Brand & Partnerships, Jaguar Land Rover, said: “Land Rover has always enabled people to make more of their world, so we are delighted to support the Royal Geographical Society’s Earth Photo competition. By going above and beyond to capture extraordinary images, professional and amateur photographers alike can help make a positive difference, enabling a wider vision of our world.”

Alasdair MacLeod, Head of Enterprise and Resources at the Royal Geographical Society (with IBG), said: “We believe photography and film have a profound international influence and that images and videos speak most powerfully to viewers and convey meaning and emotion beyond the barriers of language.

“Working with Land Rover marks a new chapter for this important international competition. Land Rover’s history of exploration and ability to tackle the toughest terrain makes it the ideal partner for Earth Photo.”

Amy Frascella, Land Rover's Director of Colour and Materials, joins the judging panel for 2021. Amy said: “People are increasingly aware of their impact on the planet; from the things they buy to what they eat and how they live. Land Rover continues to develop more responsible, sustainable material options, such as premium alternatives to leather and recycled polymers for our interiors.

“The Royal Geographical Society's Earth Photo competition is a powerful way to encourage debate and change and I'm excited to be joining the judging panel.”

Earth Photo has five award categories: People, Place, Nature, Changing Forests and A Climate of Change. Last year’s competition drew 2,600 entries from all over the world. Entrants will be encouraged to take photographs and videos when it’s safe to do so, coronavirus restrictions permitting.

The annual competition and exhibitions are jointly developed and hosted by the Society with Land Rover and Forestry England and supported by leading visual arts consultancy Parker Harris.

About the Royal Geographical Society (with IBG)

The Royal Geographical Society (with the Institute of British Geographers) is the learned society and professional body for geography. Formed in 1830, their Royal Charter of 1859 is for 'the advancement of geographical science'.

Today, they deliver this objective through developing, supporting and promoting geographical research, expeditions and fieldwork, education, public engagement, and geography input to policy. They aim to foster an understanding and informed enjoyment of our world. They hold the world's largest private geographical collection and provide public access to it. They have a thriving Fellowship and membership and offer the professional accreditation 'Chartered Geographer www.rgs.org

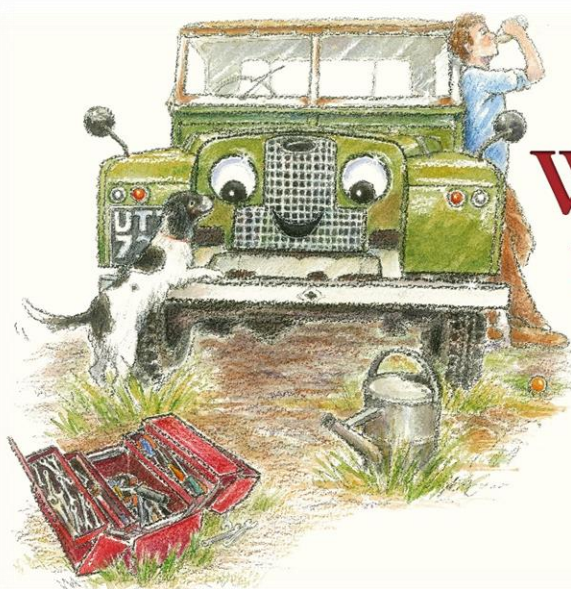
The Royal Geographical Society (with IBG) is a long-standing Global Brand Partner of Land Rover. For more than 40 years, Land Rover has supported the Society's fieldwork and expedition activities, providing vehicles and expertise, funding and training.

Below: a "HERO shot"



LAND ROVER LAUNCHES 'LANDY AND FRIENDS' WRITING COMPETITION FOR CHILDREN

- Land Rover is encouraging children to create a new story for the Landy and Friends adventure book series as a fun activity coinciding with World Book Day, 4 March
- The winner will have a scene from their story illustrated by acclaimed Landy and Friends author and artist Veronica Lamond, runners-up will receive Landy and Friends books
- Competition is open for two age groups: 5-6 year olds and 7-8 year olds and will run until Thursday 25th March at 11:59pm
- Judging will be by Landy and Friends author herself, Veronica Lamond
- Story entries of no more than 500 words can be submitted via a form on the competition website <https://www.landrover.co.uk/landy-adventure.html>



Write your own Landy Adventure

Land Rover is calling on all budding young writers to enter its new Landy and Friends story writing competition, with the chance to have a scene from their story illustrated by acclaimed author, Veronica Lamond. For over a decade, Lamond has been writing and illustrating the Landy and Friends series of books, following a 1956 Land Rover Series I (Landy) and a 1999 Land Rover Defender (Fender) on their adventures all over the world.

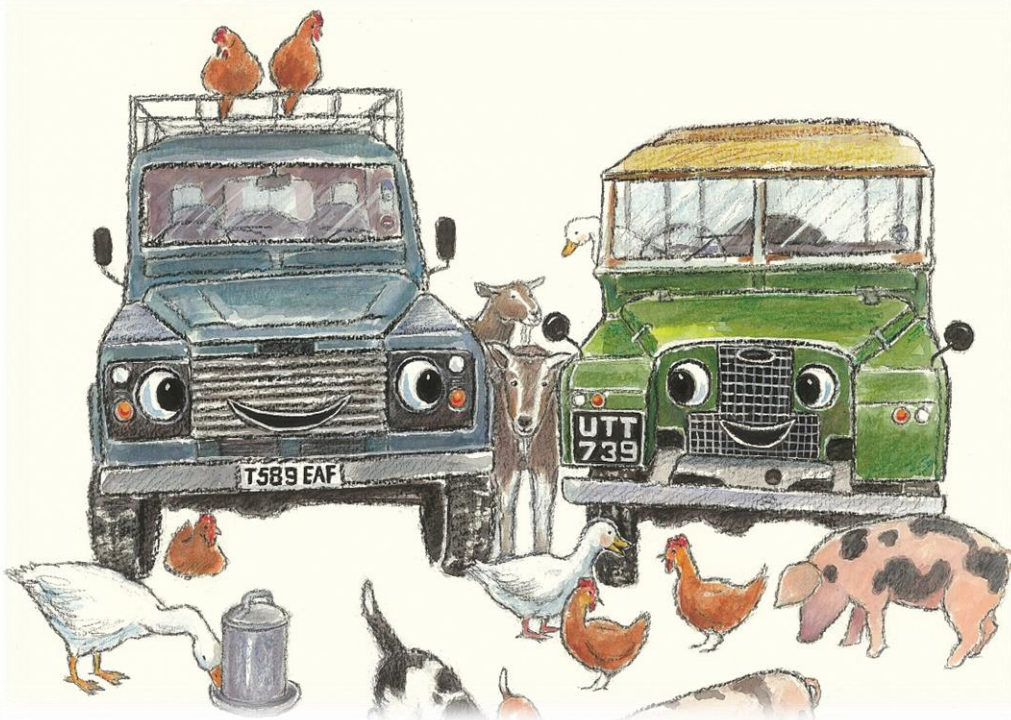
Starting with the original 'Landy' book in 2010, there are a total of eight books in the series, following not just the cars but also their energetic young owners, Jack and Dan. The seventh in the series was especially commissioned by Land Rover, featuring Landy visiting the Solihull factory to commemorate the last of the original Defenders being produced there.

Launched on World Book Day, March 4th 2021, the Landy and Friends writing competition will run for three weeks, providing a creative platform for youngsters during the latest lockdown. Land Rover is also seeking to engage teachers and schools in the process, to encourage imaginative youngsters to get creative with words.

Competition entries should be stories of no more than 500 words and from two age groups – 5-6 year olds and 7-8 year olds. The judging process will be undertaken by Landy and Friends author herself, Veronica Lamond, who has kindly given a few tips on the sort of stories that youngsters might want to consider.

“You could find some pictures of Land Rovers doing interesting work, speak to a grown-up about something adventurous they have done in a Land Rover or just make up a story about something you’d like to see or do,” she says. “Plan the structure of your story: beginning, build-up and problem resolution and then get going. Have fun – we look forward to reading your story.”

“Anthony Bradbury, Jaguar Land Rover UK Marketing Director, said: *“At this tough time for children, parents and teachers, we’re hoping to inspire a brand new generation of creative writers. Veronica Lamond has perfectly brought Landy, a 1951 Land Rover Series I, to life with her books and we’re greatly looking forward to seeing the adventures Landy embarks upon in the minds of the nation’s children.”*



The winning entrant will receive an original illustration by Veronica Lamond of a scene from their story and a Land Rover Half Day Experience at one of the Land Rover Experience sites nationwide. The runner-up entry in each age group will receive a set of signed Landy and Friends hardback books, while the third-place entry in each group will receive a set of signed soft-back Landy and Friends books.

If you’d like your child or pupil to take part in the competition, you can explore the competition homepage

at <https://www.landrover.co.uk/landy-adventure.html>

Animated YouTube videos featuring the Landy Adventures (Fender & Landy) can also be used via Land Rover’s social media channels and special free teaching resources created by Lamond can be shared freely with teachers, schools and parents and found here: <https://veronicalamond.com/landybooks-teaching-resources-for-home-schooling/>

The deadline for entries was 11:59pm Thursday 25th March.

Note from the Editors;
Land Rover opened this competition the day after we uploaded issue number 4 to the web site, so it’s too late to enter now. We will announce winners when we know..



Left: Author
Veronica Lamond

CLASSIC ADVERTS, a pair of Land Rover Adverts



LAND ROVER DEFENDER 110 STATION WAGON

PRESS OFFICE, LODE LANE, SOLIHULL, B92 8NW

TEL: 021 700 3706
FAX: 021 722 2710



RANGE ROVER VOGUE LSE

PRESS OFFICE, LODE LANE, SOLIHULL, B92 8NW Tel: 021 700 3706 / Fax 021 722 2710

OLD NEWS FROM 2010**MOVIE AND TV STARS OF THE FOUR WHEELED VARIETY
AT LANDROVER*max!***

Amazing Land Rovers from blockbuster movies and hit TV shows was attracting the crowds at that year's LANDROVER*max!* held at Stoneleigh Park from 28th to 30th August.

Transferring from the big screen to the showground is the Land Rover 110 used in Tomb Raider and driven by Angelina Jolie who played the amazing Lara Croft. While Land Rovers have featured in many films, including The Ipccross File, The Italian Job and Get Carter, Tomb Raider (2001) really put the world's 4x4 in the limelight as Lara went in search of hidden treasure.



Also being shown was the dramatic City-Cab from Sylvester Stallone's 1995 film, Judge Dredd. Based on the forward-control (cab over the engine as opposed to having a bonnet like conventional Land Rovers),

31 examples were made for the film, which was set in 2139. Featuring an all-new body design for the film, bodies were made from glassfibre and were built by Land Rover.

From the small screen is Buster – a 1986 110 owned by Top Gear presenter and Land Rover fanatic Richard Hammond. His example, which began life as a 3.5-litre V8, now runs a heavy-duty 4.5-litre V8 pumping out more than 200bhp, as well as running equally tough suspension. And if that V8 doesn't offer enough of a soundtrack, there's a mind-numbing sound system providing the tunes.

According to Richard, he estimates that he has blown £70,000 on it: "It cost more than a new Range Rover and is more expensive to run than a Ferrari Enzo - but I always drive it with a big grin on my face."

The biggest star of the show however is the SAS Desert Patrol 110 model, used by the British Army in Iraqi and Afghanistan campaigns. In theatres of war the Land Rover is a vital tool helping soldiers and they have served alongside military personnel down the decades, becoming well-loved for their reliability and strength. Land Rover Max was open from 9am until 5.30pm. Day Tickets were available at £10 for adults in advance and £14 on the day. Entry for children was free. Weekend tickets (covering the three show days but no camping) were £25 and available in advance only. Car parking was free and all show visitors received a free show programme.

WOMEN'S WORLD CAR OF THE YEAR ANNOUNCES 2021 CATEGORY WINNERS



The jury of the Women's World Car of the Year is pleased to announce the winners in each of nine categories. These vehicles represent excellence in their segments based on safety, comfort, technology, and value for the money.

This is the eleventh year for WWCOTY, a team of fifty motoring journalists from 38 countries spanning five continents. It is the only jury in the automotive world composed exclusively of women.

This year's new voting methodology started with choosing the three best models in each category before narrowing those picks down to the individual winners. Eligible vehicles were launched between January and December 2020. As in previous years, votes were certified by the independent auditor Grant Thornton New Zealand.

This year, voting was more complicated due to the pandemic, which limited each juror's ability to drive. Despite the challenges, jurors made an extra effort to get behind the wheel of these vehicles to evaluate them in time for voting. One more round of voting remains. Jurors will now choose the Best Car of the Year from among the nine category winners. The results were announced on March 8, International Women's Day.

2021 Women's World Car of the Year Category Winner for the Best Medium SUV was the Land Rover Defender

Women's World Car of the Year is the only car awards group in the world composed exclusively of women motoring journalists. It was created by New Zealand motoring journalist, Sandy Myhre, in 2009. She is currently Honorary President while Marta García serves as Executive President.

The objective of the awards is to choose the best cars of the year. These are not 'women's cars' because there is no such thing. Instead, cars are chosen based on the principles that guide all consumers including safety, quality, price, design, driving dynamics, and environmental impacts.



DRIVING DOWN MEMORY LANE

NEW SURVEY FOR TOP GEAR HIGHLIGHTS THE FAMILY 'MOTORING MEMORIES' THAT COULD SOON BE LOST TO HISTORY

Classic in-car 'I-Spy' style games, parents bickering over directions and children's cries of 'are we there yet' are now all part of a bygone age of motoring according to a new study

- Survey into the history of family car travel identifies the motoring experiences that younger generations will never encounter
- Research reveals six in ten (63%) adults aged 40 and over cherish childhood memories of family outings by car
- 60% say the most honest and heartfelt chats with family take place in the car
- Study marks the launch of a new series of hit BBC One motoring show Top Gear on Sunday 14th March
- First episode sees presenters Paddy McGuinness, Freddie Flintoff and Chris Harris drive their old family cars as they reminisce about their childhood motoring memories



Mum and Dad bickering over maps and directions, playing 'I Spy' style car games with the kids and using wire coat hangers for replacement aerials are now all part of a bygone age of motoring according to a new survey released today.

The research for Top Gear into family car travel over the last 40 years reveals a seismic change between generations and identifies the in-car travel experiences that could soon be consigned to the history books. Tuning in the car stereo, picking up hitchhikers and the plaintive cries of 'are we there yet?' from listless children are

also listed among the motoring experiences that younger generations are unlikely to encounter.

The survey of 2,000 UK adults aged 40 and over was commissioned by BBC Studios to mark the start of the 30th series of flagship BBC One motoring entertainment show Top Gear on Sunday 14th March.

In the series opener, presenters Paddy McGuinness, Freddie Flintoff and Chris Harris drive their old family cars and reminisce about their childhood motoring memories.

The top ten family car travel experiences which have been lost to history:

1. Unfurling of maps and arguments between parents over directions (54%)
2. One CD or tape in the car that you had to listen to every single time you went on a drive (53%)
3. Pre-planning routes (39%)
4. Using a coat hanger as a radio aerial (39%)
5. Using the cigarette lighter for its original intended purpose (35%)
6. Endless tuning to get a radio signal (34%)
7. Classic 'in car' games such as 'I Spy' (34%)
8. Picking up hitchhikers (30%)
9. The rallying cry of 'are we there yet' (24%)
10. His and hers windscreen stickers (sunscreen strips) (23%)

Bygone experiences which just missed out on a top 10 placement included changing your own spare tyre (23%), the discovery of local radio stations being picked up as you drive through a hilly region (19%) and going for a Sunday family 'leisure drive' (19%).

The survey also revealed that the countless hours spent on childhood car journeys hold vivid and cherished family memories for the vast majority (68%) of British adults.

In car games such as 'I Spy' and imaginative checklists to spot road signs were also named as the most fondly remembered 'motor memories' of a now bygone era (67%) and whilst it may have been their parent's worst nightmare the rallying cry of 'are we there yet' still has a place in Brit's hearts with over half of those surveyed (56%) saying it was one of their most vivid family road trip memories.

Conversely, arguments between parents over directions (44%), endlessly tuning to find radio stations (43%) and arguments over what radio station to listen to (37%) are the experiences we miss the least.

Paddy McGuinness commented: *"Kids now will never witness the delights of an A to Z or the games of eye spy in a very warm car. It was great to take a drive down memory lane in our old family cars for the new series. One thing we all recalled with huge affection was the heartfelt chats we had with our parents on those long car journeys when we were growing up."*

The research, launched ahead of Mothers' Day, reveals that over half of us find it easier to have deep and meaningful conversations with family whilst on a car journey. 53% of respondents recall memorable heart-to-hearts with mum on the road whilst 47% also delved into deeper 'in-car' conversations with their fathers. Six in ten of those surveyed said they connected most with their parents while chatting in the car.

Clare Pizey, Top Gear's Executive Producer said: *"As this new survey would seem to prove, whilst long car journeys back in the day took for ever, weren't always very comfortable – or indeed safe given lots of us didn't have rear seat belts - what they did have was loads of family chats and games that have made precious memories. Fred, Chris and Paddy certainly felt like they were driving down memory lane when they drove their Dads' cars recently and they all remembered just being with their parents in the car very fondly."*

Further findings revealed that 59% of Brits now identify satellite navigation aids as the number one piece of modern tech they would not want to live without followed by Hi-tech entertainment systems (12%) and sophisticated security features (8%).

The new four-episode series of Top Gear, produced by BBC Studios, returns to screens this Sunday 14 March and will feature: a titanium-shoed presenting team being dragged down a Scottish runway by The Stig driving their cars; a tribute to the most famous and least well-known Bond cars; Freddie racing in the battery-powered-off-road Extreme E against a Jetpack man; and a 'Mid-life Crisis Cars' episode involving bicycles, lycra and jet skis!



Top Gear started again on Sunday 14 March at 8pm on BBC One and BBC iPlayer

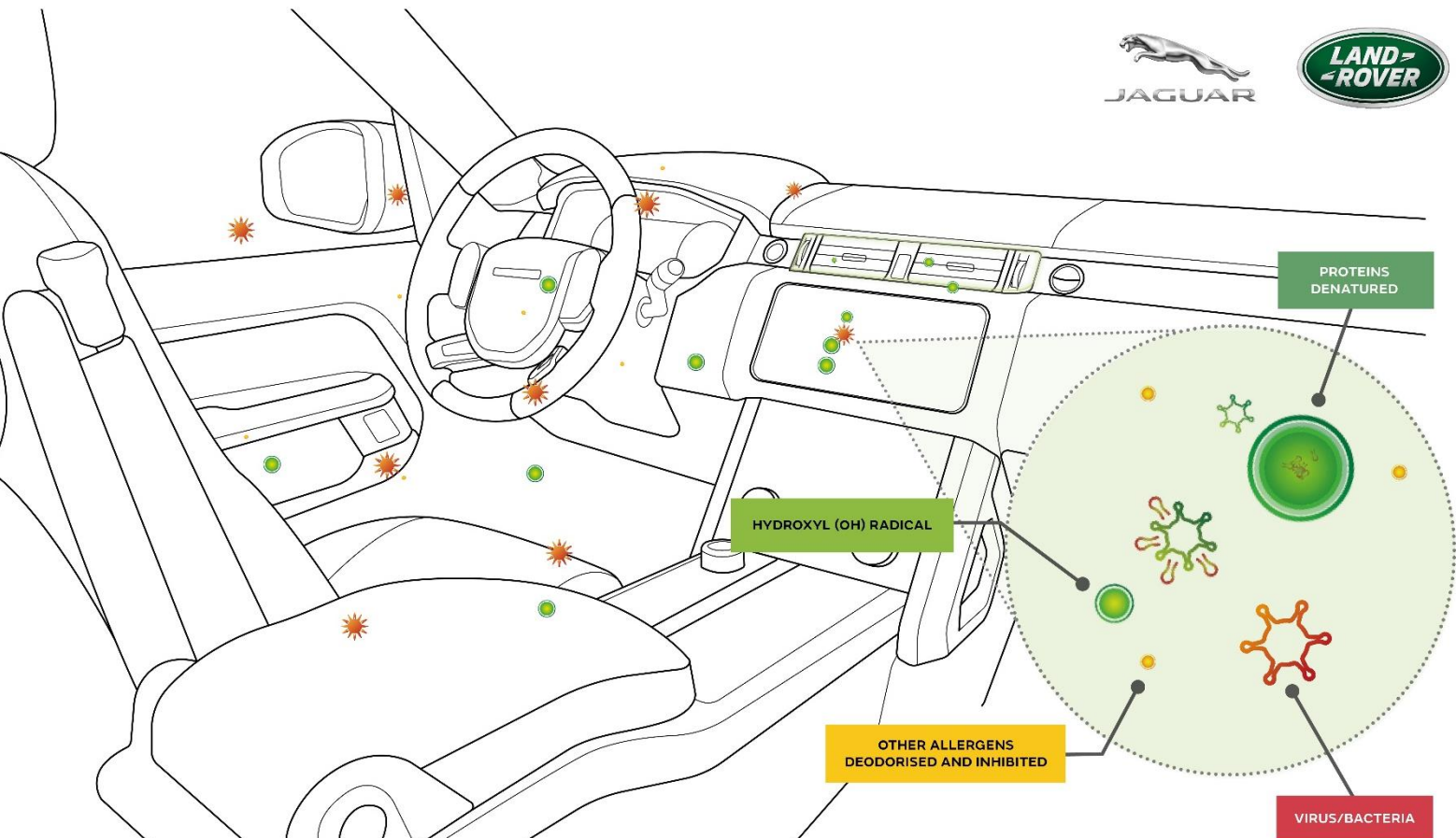
JAGUAR LAND ROVER'S FUTURE AIR PURIFICATION TECHNOLOGY PROVEN TO INHIBIT VIRUSES AND BACTERIA BY UP TO 97 PER CENT

Jaguar Land Rover's future cabin air purification technology has been shown in laboratory tests to inhibit viruses and airborne bacteria by as much as 97 per cent.

The prototype heating, ventilation, and air conditioning (HVAC) system uses Panasonic's nanoe™ X** technology to inhibit harmful bacteria and viruses, and will help the cabins of future Jaguar and Land Rover models to deliver a unique customer experience. The research comes as Jaguar Land Rover defines its future strategy: a sustainability-rich re-imagining of modern luxury, unique customer experiences, and positive societal impact.

Jaguar Land Rover partnered with Perfectus Biomed Ltd, a leading microbiology and virology lab, to perform the world-leading laboratory-based sealed-chamber test designed to simulate a vehicle ventilation system in recirculation mode over a 30-minute cycle. The independent research showed that viruses and bacteria were inhibited by as much as 97 per cent.

Panasonic's innovative nanoe™ X technology has also been tested on novel coronavirus (SARS-CoV-2*) by Texcell, a global research organisation that specialises in viral testing and immunoprofiling, and is one of the laboratories in the world with permission to test against novel coronavirus. It found more than 99.995 per cent of the virus was inhibited during the two-hour laboratory test***.



Dr Steve Iley, Jaguar Land Rover's Chief Medical Officer, said: "Our customers' wellbeing is of paramount importance to us – and now, more than ever, we are all looking for technological solutions that can help take care of our loved ones. The independent research, developed and commissioned by our expert engineers, is just one of the ways we are working to assure our customers that harmful pathogens are being minimised, providing a cleaner environment for passengers inside the cabin and setting new standards in the ownership experience."

To provide active air purification the nanoe™ X technology - ten times more effective than its predecessor nanoe™ - uses a high voltage to create trillions of Hydroxyl (OH) Radicals enveloped in nano-sized water molecules****. These OH Radicals denature the virus and bacteria proteins, helping inhibit their growth. The OH Radicals deodorise and inhibit allergens in a similar way to create a cleaner air environment for customers.

Alexander Owen, Research Engineer at Jaguar Land Rover, said: "This technology is a great example of being able to harness the power of nature and puts Jaguar Land Rover right at the forefront of this cabin technology. Hydroxyl Radicals are one of the most important natural oxidants in chemistry and have been helping to clean our atmosphere for millennia, removing pollutants and other harmful substances. The creation of this technology and our advanced research, is the first step in deploying this scientific phenomenon within vehicle cabins of the future."

This pioneering research will allow Jaguar Land Rover to offer the next generation of advanced cabin air filtration in the future. Models^ across the Jaguar range, including the new all-electric Jaguar I-PACE performance SUV, and Land Rover line-up – including the Discovery and Range Rover Evoque – currently offer nanoe™ technology and PM2.5 filtration. An innovative pre-conditioning feature is also available so customers can enable the system before getting into the vehicle.



CLASSIC CAR AUCTIONS FIRST SALE OF 2021 WITH AN EXCEPTIONAL LINE UP OF LAND ROVERS AND RANGE ROVERS

1949 Land Rover Series I

2012 Land Rover Defender 110 TD XS Crew Cab

1991 Range Rover 'CSK'

1958 Land Rover Series 2 Station Wagon

At the end of March, Classic Car Auctions held their first sale of 2021. Their catalogue was closed with some significant examples of Land Rovers and Range Rovers from over the decades.; to reserve your slot at future auctions, please contact the Classic Car Auction team on 01926 640888.



Right; A 1949 Land Rover Series I.

One Land Rover in their catalogue was the **1949 Land Rover Series I**, shown on the previous page. It was presented in this beautiful Bronze Green with a new interior and khaki canvas tilt and ready for its next adventure! This is amongst the earliest Land Rovers built and is bought from leading marque specialists John Brown 4x4 of Yorkshire in 2015. Classic Car Auctions were offering this superb Land Rover in the March sale at an estimated at £25,000 - £30,000.

Another car included within their sale was this fantastic looking **2012 Land Rover Defender 110 TD XS Crew Cab**. This highly sought-after XS model is freshly MOT'd, 39,245 miles indicated and is increasingly in demand. The 5-seater is finished in Aintree Green with upgraded Bowler wheels and tyres – with the launch of the new Defender, late examples of its predecessor, particularly in this condition – it was estimated at £30,000 - £35,000.



Gary Dunne, CCA's Sales Manager commented ***"We were so excited for the Friday and the amount of Land Rovers and Range Rovers in this sale is exceptional once again. We can't wait for a weekend of online celebrations of classic cars with our sister company, Silverstone Auctions, to host our forthcoming sales on consecutive days"***.



Classic Car Auctions are also offering this **1991 Range Rover 'CSK'**. Celebrating the 20th anniversary of the Range Rover, this is number 39, 1 of only 200 made in 1991. The CSK was the first sports Range Rover and is finished in Beluga Black and luxuriously equipped with bespoke leather and American Walnut Trim. The car has been with Classic Car Auctions vendor for the past three years and has a fresh MOT and went under the hammer on Friday 26th March with an estimate of £30,000 - £35,000.

The last of four cars to be previewed from the catalogue was this originally Bronze Green soft top **1958 Land Rover Series 2 Station Wagon**. This example has been retained by Land Rover, and is understood by Classic Car Auctions that the Chassis 002 is the oldest production Series 2 in existence.



With unique features, a full restoration in 2011 and accompanied by a large history file, this lovely Station Wagon has been rebuilt on new galvanised chassis with a total work of £12,500. It was estimated at £18,000 - £22,000.

To register to bid, you will be able to do this online with either Proxibid or The Saleroom, on the phone or via commission. Classic Car Auctions recommend that you complete the process as early as possible.

Forthcoming Auctions

Friday 11th – Sunday 13th June – The Practical Classics Classic Car And Restoration Show

Saturday 25th September – The Autumn Sale

Saturday 11th December – The December Sale

A QUICK VIEW OF THE LATEST DISCOVERY SPORT





ULTIMATE RANGE ROVER: SV BESPOKE INTRODUCES EXCLUSIVE NEW EDITIONS

New Range Rover SVAutobiography Ultimate editions from SV Bespoke offer tailored luxury at the pinnacle of the Land Rover family

- New Range Rover SVAutobiography Ultimate editions represent the pinnacle of Land Rover's luxury SUV family, available in both long-wheelbase and driver-focused SVAutobiography Dynamic models
- Classic satin-finished Orchard Green paintwork with Narvik Black contrast roof and door mirrors is complemented by contemporary copper detailing
- Each vehicle is meticulously hand-finished by Land Rover's SV Bespoke team at the Special Vehicle Operations Technical Centre in UK
- Special edition specification is identified by an SV Bespoke Ultimate edition commissioning plaque
- The original luxury 4x4, Range Rover has evolved over more than 50 years into the world's most desirable SUV family and remains a benchmark for elegant design, comfort and refinement
- New Range Rover SVAutobiography Ultimate editions are now available to order via Land Rover Retailers worldwide. The 565PS SVAutobiography is priced from **£183,706** and SVAutobiography Dynamic from **£147,441** in the UK. Visit: www.landrover.co.uk/range-rover
- Prospective customers for Land Rover SV Bespoke services should contact their local Land Rover retailer in the first instance

Land Rover Special Vehicle Operations has launched a pair of exclusive new Range Rover special editions created by its SV Bespoke personalisation team.

The new Range Rover SVAutobiography Ultimate editions represent the pinnacle of Land Rover's luxury SUV family, elevating the range-topping SVAutobiography and SVAutobiography Dynamic models even higher with a suite of complementary hand-finished SV Bespoke features.

Curated by the SV Bespoke commissioning experts at the Special Vehicle Operations Technical Centre in the UK, the Ultimate editions showcase the full range of personalisation touches that can be applied to the timeless Range Rover design. Key to the exclusive Ultimate edition design theme is the 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, a copper-plated and black enamel SV roundel on the B-pillar, SV roundels embroidered on all four headrests, plus illuminated Ultimate edition treadplates. The finishing touch is a 'SV Bespoke Ultimate edition' commissioning plaque on the centre console, complete with copper-finished SV roundel.

Mark Turner, Commercial Director, Land Rover Special Vehicle Operations, said: *"Range Rover has defined the luxury SUV segment for more than half a century, with our SVAutobiography models offering customers a world-class travel experience – whether driving, or being driven. These new Ultimate editions elevate that refinement and sophistication even further."*

Clare Hansen, Director, Land Rover Vehicle Personalisation, said: *“Our SV Bespoke commissioning experts have taken the classic combination of a green and black exterior and given it a thoroughly modern twist, using a contemporary satin paint finish and copper detailing. This elegant combination is strengthened further with the recommended Vintage Tan interior themes available.”*

The long-wheelbase SVAutobiography provides first class travel with serene refinement, including power-closing rear doors. Reclining airline-style heated and cooled semi-aniline leather Executive Class Comfort-Plus rear seats provide over 1.2m of rear legroom, hot stone massage function, plus calf and footrests for rear occupants. A full-length centre console with integrated Zenith timepiece, refrigerated compartment and deployable tables creates the perfect space to work and relax on the move.

The recommended Ultimate edition specification features Vintage Tan leather interior trim and Copper Weave Carbon Fibre finishers. Customers can also opt for leather upholstery from the Italian artisans at Poltrona Frau for a truly cossetting experience.

This flagship model is available with a choice of powertrains, including the 565PS Supercharged V8 petrol and highly efficient P400e plug-in hybrid, which is capable of up to 40km (25 miles) of all-electric driving and provides overall CO₂ emissions as low as 75g/km**.

The exclusively 565PS Supercharged V8 petrol SVAutobiography Dynamic is the most driver-focused of the pair. Available only as a standard-wheelbase vehicle, the suspension geometry and steering calibration are optimised to provide more agile responses. Land Rover’s advanced Dynamic Response active roll control system also enhances composure, while the ride height is lowered by 8mm – delivering more engaging on-road driving dynamics and a more purposeful stance.

Forged 22-inch alloy wheels feature a five split-spoke design finished in Gloss Dark Grey with contrast Diamond Turned finish, while side vent, bonnet finisher, grille and front bumper accents are all finished in Graphite Atlas. Inside, a knurled finish for the rotary shift controller, starter button and pedals, plus anodized Red paddle shifters, underline the performance focus of SVAutobiography Dynamic.

The recommended SVAutobiography Dynamic interior theme features Ebony / Vintage Tan trim with diamond-quilted semi-aniline leather seats, an Ebony headlining and Steel Weave Carbon Fibre finishers. The New Range Rover SVAutobiography Ultimate edition with 565PS Supercharged V8 is priced from £183,706 OTR in the UK. The SVAutobiography Dynamic equivalent is priced from £147,441. For details of your nearest Land Rover retailer, visit: www.landrover.com





NOT TO EVERYONE'S TASTE!

A TEAM MEMBER SPOTTED THESE ON A DEALER'S FORECOURT AT THE END OF MARCH. ALL THREE ARE THE DEALERS DEMONSTRATORS. THE CAMMO WRAPPED ONE IN THE MIDDLE WOULD GET YOU NOTICED.





LAND ROVER PHOTO'S, TOO GOOD NOT TO USE



VIRGIN GALACTIC AND LAND ROVER ANNOUNCE GLOBAL PARTNERSHIP EXTENSION AS NEW SPACESHIP IS REVEALED



Range Rover Astronaut Edition supporting the reveal of Virgin Galactic's new Spaceship VSS Imagine

- **Land Rover extends global partnership with Virgin Galactic to 2024**
- **Latest spaceship roll-out supported by Range Rover Astronaut Edition**
- **Extension will result in a ten-year partnership between two world leaders in adventure, innovation and exploration**
- **Land Rover will continue to support Virgin Galactic's day-to-day operations**

Land Rover has announced a three-year extension to its global partnership with Virgin Galactic, the world's first commercial 'spaceline'.

Virgin Galactic's latest spaceship was unveiled today, supported by a Range Rover Astronaut Edition. Land Rover will remain an integrated part of Virgin Galactic's day-to-day operations as the company completes test flights with 'SpaceShipTwo' and begins a regular commercial service (see our Test Issue 2 for the first story).

Land Rover vehicles 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. They played key roles during the company's first two spaceflights which saw Virgin Galactic become the first private company to fly humans to space on a spaceship designed for commercial service.

A fleet of Land Rovers also supported Virgin Galactic's relocation from its manufacturing and test facilities in Mojave, California, to Spaceport America in New Mexico – the world's first purpose-built commercial spaceport. Virgin Galactic has already signed-up around 600 Future Astronaut customers, who will be transported to their flights from Spaceport America, in Land Rover vehicles.

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

Virgin Galactic has a team of eight highly experienced pilots and is preparing for its next rocket-powered flight in New Mexico. Founder Sir Richard Branson is planning to fly to space later in 2021. **Joe Eberhardt, President and CEO, Jaguar Land Rover North America, said: “Accessible space travel for explorers worldwide is the next great big adventure., Land Rover is proud to work alongside the Virgin Galactic team to support all future astronauts as they push the boundaries of personal adventure even further.”**



Michael Colglazier, Chief Executive Officer, Virgin Galactic, said: “Land Rover vehicles provide invaluable support on the ground in Mojave and at Spaceport America in New Mexico. It is also fabulous to see our Future Astronauts around the world enjoying the unique Range Rover Astronaut Edition. We are delighted to be able to extend this strong partnership. With a shared pioneering spirit, pursuit of adventure and vision to push the boundaries of travel, this is a natural collaboration between our two companies and one that will take exploration to new heights.”

LAND ROVER LEGENDS

12-13 JUNE 2021
THRUXTON HISTORIC



JAGUAR LAND ROVER SHOWROOMS NATIONWIDE

REOPEN TO CUSTOMERS

- Jaguar and Land Rover showrooms across England and Wales re-open today in line with the latest government guidelines following Scotland's showrooms re-opening last week
- Customer safety and satisfaction at heart of re-opening with COVID compliant measures in place for visitors and staff
- New Jaguar XF, E-PACE and F-PACE and Land Rover Discovery poised for public debut
- Car showrooms central to 80% of car buyers' preferred buying experience, with 55% preferring a fully in-showroom transaction*
- Jaguar Land Rover March sales performance demonstrates strength of digital sales platform and provides even more choice for its customers

Following a strong March sales result, Jaguar and Land Rover retailers across England and Wales reopened on the 12 April 2021, nearly 100 days after the last national lockdown was announced. Having operated virtually throughout lockdown, Jaguar Land Rover has achieved 5.3% of UK registrations in that last 12 months, an increase of 0.2% on the same period last year, which equates to 23.7% of market share in its competitive segments – all from behind closed doors. Now, customers nationwide can fully experience new Jaguar and Land Rover models in the metal for the first time.



COVID-safe procedures remain in place for full customer confidence including floor markings to aid social distancing, extra ventilation and sanitisation throughout and staggered appointment times to reduce the number of visitors in the showroom at any one time. Test drives will be unaccompanied and documentation will be exchanged digitally where possible to reduce contact points.

Jaguar and Land Rover's lockdown 'Click and Collect' service for new vehicle handovers remains in place so customers can be confident that the same strict cleaning and sanitising procedures are in place ahead of handover.

In the past few months Jaguar has significantly updated the E-PACE and F-PACE with the introduction of new plug-in hybrid and mild-hybrid variants, along with updated interior, exterior and technology. Likewise, the Jaguar XF has received a fresh new look inside and out for 2021 with mild-hybrid engines and a range of advanced technologies, including the acclaimed Pivi Pro infotainment system. Land Rover has also updated its Discovery seven-seat SUV with enhanced design, Pivi Pro and a range of efficient mild-hybrid powertrains. Customers have not had chance to see the refreshed ranges until now, so presenting these new models to customers marks a significant and exciting moment for retailers.

The essential introduction of Jaguar Land Rover's digital sales model kept customers moving throughout each of the UK's national lockdowns but test-drives and first-person experiences remain an integral part of the customer journey. AutoTrader data shows that, of the consumers in England and Wales looking to buy a car after mid-April surveyed, 55% want to buy in person at a showroom and 25% would like to reserve the vehicle online and visit their preferred showroom to complete the purchase.

Rawdon Glover, Managing Director, Jaguar Land Rover UK, said; *"Today, with showrooms across England and Wales re-opening, there is a huge sense of excitement and potential in our outlook. We have learnt a lot in the last 12 months about how our customers want to buy cars, be it digitally, in person or as a blend of both. Now, with an enhanced portfolio with brand new models, and the inevitable demand has built since showrooms closed, we're ready to showcase these wonderful vehicles and provide tailored experiences for our customers."*

"Special thanks to our teams who have been working during lockdown to prepare for the safe reopening of showrooms, this is an important step in the strengthening of Jaguar and Land Rover, and the UK car industry as a whole."

With 198 Jaguar and Land Rover retailer showrooms across the UK, customers can book their visit and/or test drive immediately – Jaguar customers can also benefit from an extended test drive option from early April until the end of June, designed to give customers optimum time behind the wheel.

Customers can search for their nearest showroom for Jaguar [here](#) or for Land Rover [here](#),

About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands. Land Rover is the world's leading manufacturer of premium all-wheel-drive vehicles. Jaguar is one of the world's premier luxury marques, as well as being the first ever brand to offer a premium all-electric performance SUV, the Jaguar I-PACE.

At Jaguar Land Rover we are driven by a desire to deliver class-leading vehicles, providing experiences people love, for life. Our products are in demand around the globe and in 2019 we sold 557,706 vehicles in 127 countries. We employ some 40,000 people globally and support around 250,000 more through our retailer network, suppliers and local businesses. At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities, an Engine Manufacturing Centre and soon to be opened Battery Assembly Centre. We also have vehicle plants in China, Brazil, India, Austria and Slovakia. Three of our seven technology hubs are in the UK – Manchester, Warwick (NAIC) and London – with additional sites in Shannon, Ireland, Portland, USA, Budapest, Hungary and Changshu, China.

We have a growing portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild-hybrid vehicles, as well as continuing to offer the latest diesel and petrol engines, giving our customers even more choice. We are confident that our comprehensive strategy, exciting pipeline of market-leading vehicles and innovative approach to technology and mobility will see us continue to progress towards Destination Zero, our mission to shape future mobility with zero emissions, zero accidents and zero congestion.

DRIVERS CALL FOR MOT TO CONSIDER EMISSIONS OF ELECTRIC VEHICLES

As the move towards electric vehicles gathers pace and a greater focus is being placed on the charging network required, new research among UK motorists reveals that a significant proportion believe that the MOT should evolve in parallel with new technology.

Under the current MOT, the test measures emissions from a vehicle's engine, therefore a purely electric vehicle registers zero emissions. However, in a study for Kwik Fit, the UK's largest MOT tester, 45% of car owners said they believe that in the future, the MOT should take into account how the electricity used to charge the vehicle has been generated¹. This figure rises to 51% among owners of cars less than three years old.

Only a quarter of owners (27%) believe that the source of electricity should *not* be considered in the test, while over a quarter (28%) said they didn't know. Environmental considerations are often felt to be greater among younger age groups, which may be the reason why those aged 18-34 are 36% more likely than those over 55 to believe that measuring the source of electricity should be in the MOT of the future. When it comes to a gender split, women are 20% more likely than men to feel this.

Clearly the practicalities of assessing the electricity used are significant as it would require information to be relayed from the charging systems to the vehicle. This would then need to be measured by the MOT testing equipment, requiring data standards to be put in place and major developments to the test.

Eric Smith, MOT scheme manager at Kwik Fit, said: "While the move to electric vehicles is undeniably positive in reducing overall emissions from individual vehicles, we must not forget the importance of ensuring that the energy used by EVs is generated as cleanly as possible. To develop the MOT to assess the source of electricity used by EVs would require multi-industry standards to be set up, and the test may not be the best way to ensure drivers are opting for cleaner energy.

"However, this research does highlight that millions of drivers believe there should be a way of testing overall emissions for vehicles using electricity. It's worth remembering that currently hybrid vehicles are not tested for emissions in the MOT, even though they still run on petrol or diesel for some of the time, so perhaps the first change to make should be to include emissions testing for hybrids."

With modern cars being fitted with an increasing range of technology to improve safety or to aid drivers, Kwik Fit's study also asked motorists which of these developments they thought should be added to the components tested in the MOT. More than half of drivers (52%) said that emergency braking systems - which apply the brakes automatically when getting too close to another car - should be in the MOT if they are fitted to the vehicle. A third of drivers (33%) thought that radar, other sensors or cameras used for autonomous driving systems should be checked in the MOT, while three in ten drivers (30%) said lane assist technology should be included.



Start-stop technology was stated by just over a quarter of drivers (26%), with the same proportion (26%) believing parking sensors should be part of the annual test. Parking or rear view cameras were cited by 24% of drivers as worthy of inclusion.

Interestingly, the Kwik Fit research found that drivers who have received an MOT failure are most in favour of developing the test. Those whose car has failed its MOT in the last three years are 15% more likely to believe that these safety features or driver aids should become part of the MOT compared to drivers who have not had an MOT failure in that time². This perhaps indicates that drivers who have had an MOT failure are more likely to appreciate the important role the test plays in vehicle safety by highlighting problems in components they rely on.

Driver views on testing technology in the MOT

Safety technology / driver aid	Proportion of drivers believing this should be tested in the MOT when fitted to a vehicle
Emergency braking systems (technology which applies the brakes automatically in case of emergency or getting too close to the car in front)	52%
Any radar or other sensors used for autonomous driving systems	33%
Any cameras used for autonomous driving systems	33%
Lane assist technology (technology to ensure a car does not drift out of lane)	30%
Start stop technology	26%
Parking sensors	26%
Parking or rear-view cameras	24%
None of the above	25%

Source: Kwik Fit, 2021

Eric Smith said: “It’s important that the MOT does not become overcomplicated and focuses on checking the most important elements in vehicle safety. However, motoring technology is continually advancing and the MOT has always been developed to reflect that. As more and more drivers have new technology in their vehicles, it is natural that they will get used to relying on these driver aids, therefore it is essential that these are regularly checked to ensure they will work properly in an emergency.”

Kwik Fit is also highlighting to motorists that there is no MOT exemption for this lockdown and therefore any cars whose MOT is expiring needs to pass a new test. The current government guidance is clear that it is lawful to leave home to get an MOT, and that cars need an MOT if they are going to be used during lockdown.³

As essential businesses, Kwik Fit centres have remained open during the lockdown, and the company advises that we are approaching one of the peak periods of demand for MOTs. Drivers should therefore book as far in advance as possible, rather than hoping to get an appointment at the last minute. Kwik Fit is the UK’s biggest MOT tester and has expanded its online booking service to provide even more options to drivers.

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