

1948



1948 LAND ROVER SERIES I
The "farmer's friend" makes its debut in post-war Britain

DID YOU KNOW?
MAURICE WILKS DEvised the LAND ROVER TO BE A UTILITY VEHICLE FOR FARMERS.



1949 ARMY EDITION
British Army orders its first Land Rovers

50's

1954
107-inch long wheelbase version added

DID YOU KNOW?
LAND ROVER HAS SUPPLIED VEHICLES TO THE RED CROSS SINCE 1954



1958 LAND ROVER SERIES II
Updated model gains a new 2.25-litre petrol engine

60's

1969
In a marked visual change, Series II headlamps are moved to the front wings

70's

1970 RANGE ROVER
Land Rover's iconic model is launched in two-door format

DID YOU KNOW?
PROTOTYPE RANGE ROVERS WORE 'VELAR' BADGES TO CONFUSE ONLOOKERS



DID YOU KNOW?
THE SERIES III WAS THE FIRST LAND ROVER TO HAVE AN OPTIONAL FRESH-AIR HEATER

1971 LAND ROVER SERIES III
Third-generation launched



1976
1,000,000th Land Rover is built

80's

1981
Four-door Range Rover released

1983
Land Rover goes coil sprung with the launch of the One-Ten and Ninety

2001 3RD GENERATION RANGE ROVER
Monocoque-based Range Rover makes debut



00's

1998 DISCOVERY
Second-generation model arrives with 720 improvements over the original

DID YOU KNOW?
THE FREELANDER WAS THE FIRST LAND ROVER TO HAVE A MONOCOQUE CHASSIS



1997 FREELANDER
Land Rover's fourth model launched

1994 RANGE ROVER
Second generation P38a Range Rover launched



1990 DEFENDER
Original 'Landie' relaunched and renamed



1989 DISCOVERY
Third Land Rover model launched



DID YOU KNOW?
THE INTERIOR OF THE FIRST DISCOVERY WAS BASED ON A CONCEPT BY CORIAN DESIGN

90's

2004 DISCOVERY 3
Third generation Discovery launched



2005 RANGE ROVER SPORT
Hugely popular sports model goes on sale



DID YOU KNOW?
THE FIRST V6 TURBODIESEL IN THE RANGE ROVER SPORT PRODUCED 642NM OF TORQUE

2006 FREELANDER 2
Updated version launched and manufactured in Halewood

2009 DISCOVERY 4
Fourth generation launched

10's

2010 RANGE ROVER EVOQUE
New small premium model based on LRX concept



DID YOU KNOW?
OVER 100,000 RANGE ROVER EVOQUES WERE SOLD WORLDWIDE IN 2012 ALONE

2012 ALL-NEW RANGE ROVER
First premium SUV with lightweight aluminium body structure



2013 ALL-NEW RANGE ROVER SPORT
The most dynamic Land Rover ever



2015
World's biggest sand drawing celebrates the birthplace of an icon



2015
Trio of end-of-the-line Defenders said final farewell to the most iconic Land Rover of all



2014 DISCOVERY SPORT
Freelander replacement launched with seven seat practicality

DID YOU KNOW?
MORE THAN 120,000 DISCOVERY SPORTS WERE SOLD WORLDWIDE IN 2017



2014 LAND ROVER DISCOVERY
Vision Concept hinted at the design language for the next Discovery



2014 RANGE ROVER SPORT SVR
World's fastest SUV with top speed of 162mph



DID YOU KNOW?
SVR BUILT A SPECIAL DEFENDER AND RANGE ROVER SPORT FOR THE JAMES BOND FILM SPECTRE

2014
Special Vehicle Operations (SVO) is launched, home to the most bespoke and luxurious Land Rovers ever built

2015 RANGE ROVER AUTOBIOGRAPHY LWB
Super-luxurious model unveiled in New York

DID YOU KNOW?
THE RANGE ROVER AUTOBIOGRAPHY LWB FEATURES EXECUTIVE-CLASS REAR SEATS

2015 RANGE ROVER EVOQUE CONVERTIBLE
The convertible for all seasons



2016 DISCOVERY
All-new model launched with space for seven, full-size adults



2017 RANGE ROVER VELAR
The avant-garde Range Rover is unveiled at London's Design Museum



2018 RANGE ROVER PHEV
New plug-in hybrid model brings more technology and greater efficiency

2018 RANGE ROVER SV COUPE
Exclusive model debuts at the Geneva Motor Show, limited to 999 units



2018



LAND ROVER
70
YEARS

ABOVE & BEYOND