

FREELANDER





Access all areas

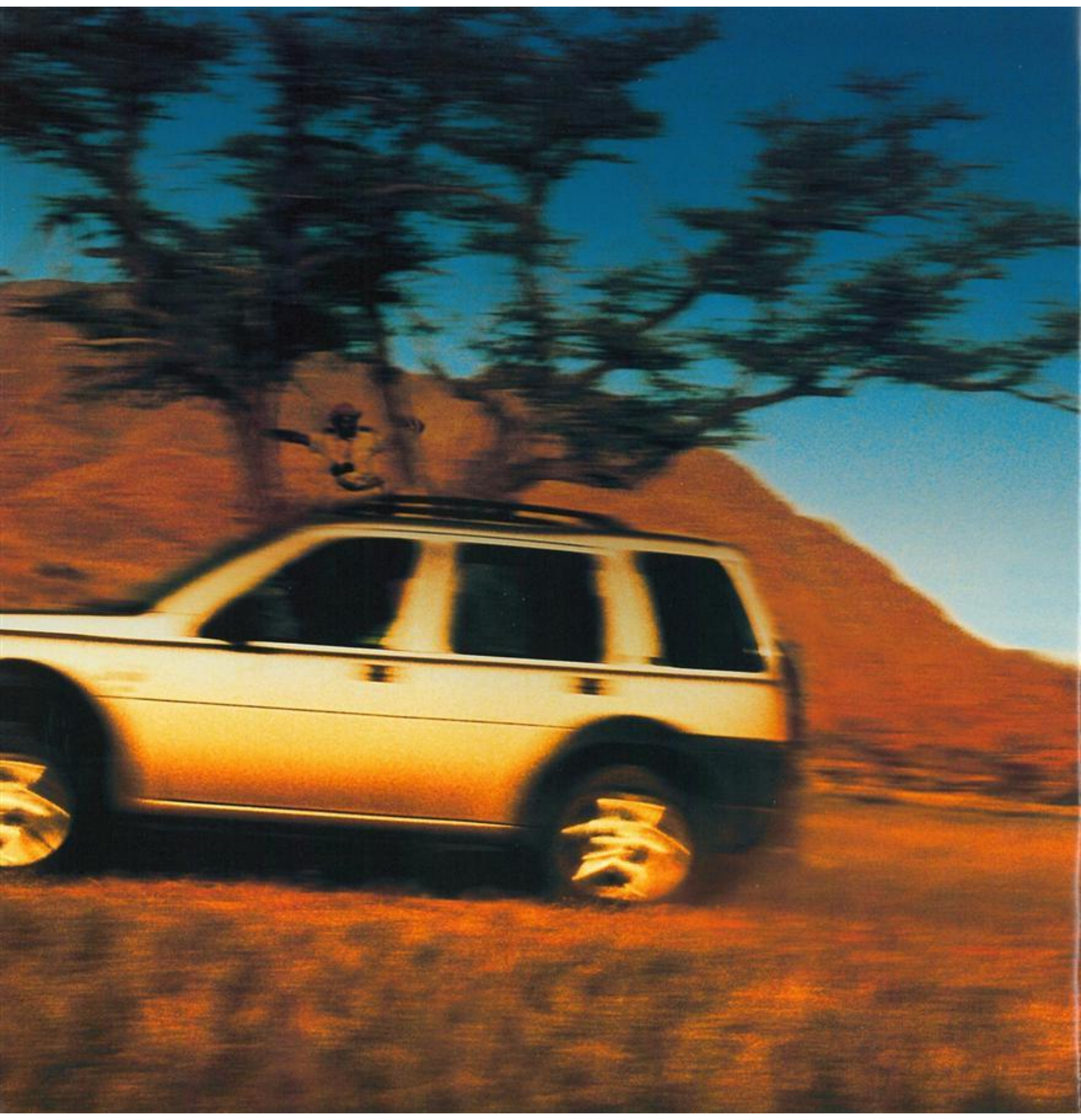
Wherever you want to be

Land Rover's entry into the fiercely competitive SUV market raised more than a few eyebrows. Some critics questioned whether the more car-like 4x4 could be worthy of the legendary green oval badge. Others simply drove it off-road and found the answer for themselves.

Make no mistake, it's a real Land Rover. The car you drive down the highway can negotiate adrenaline-pumping steep, muddy hills and rough ground with similar quiet authority.

What makes all this possible is technology so advanced that you'll hardly notice it. Nevertheless, whether you're on or off-road, at high or low speed, you know it's there. The new Freelander range offers even wider choice to ensure there's one to suit your lifestyle.





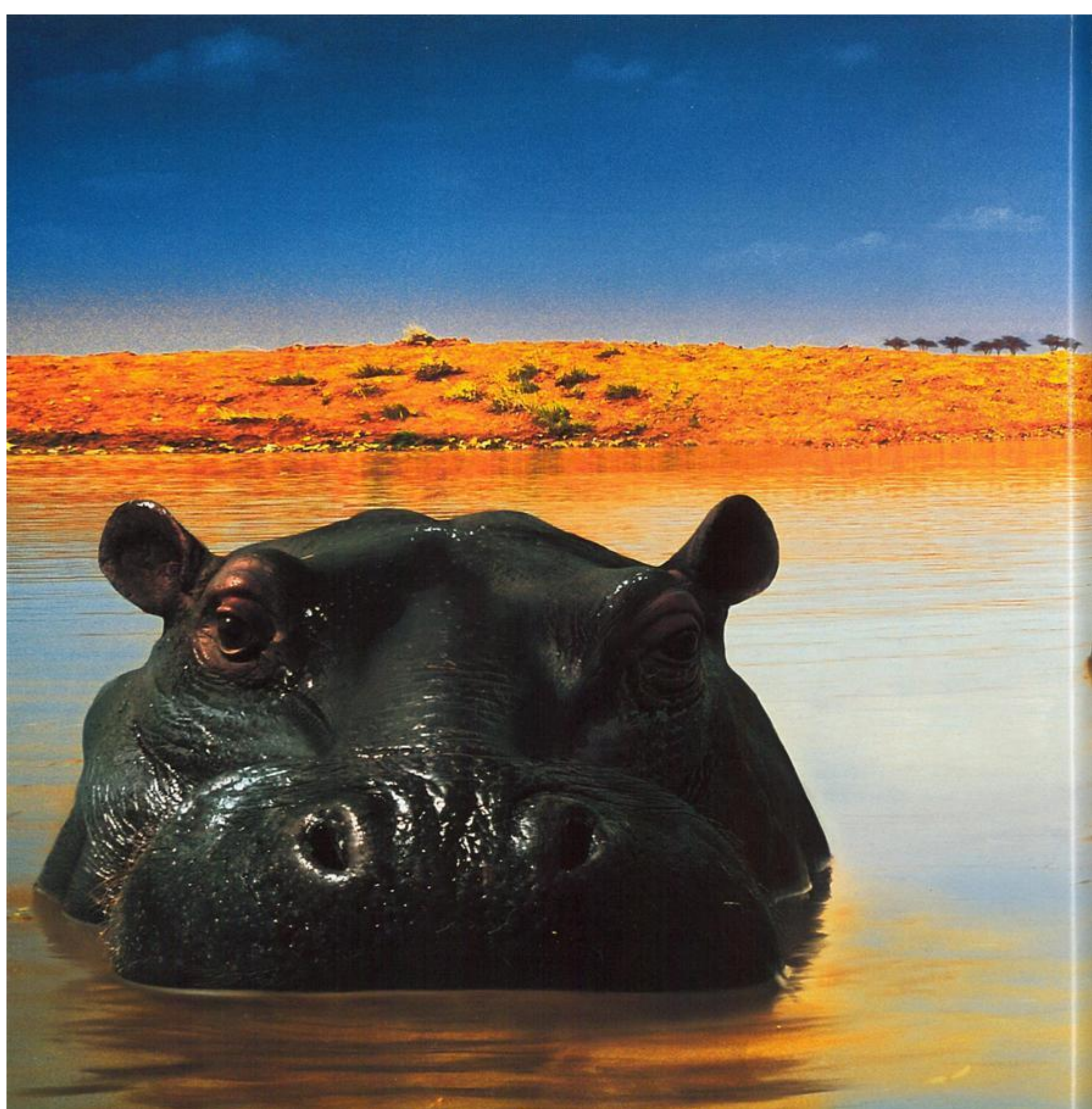
Moving on

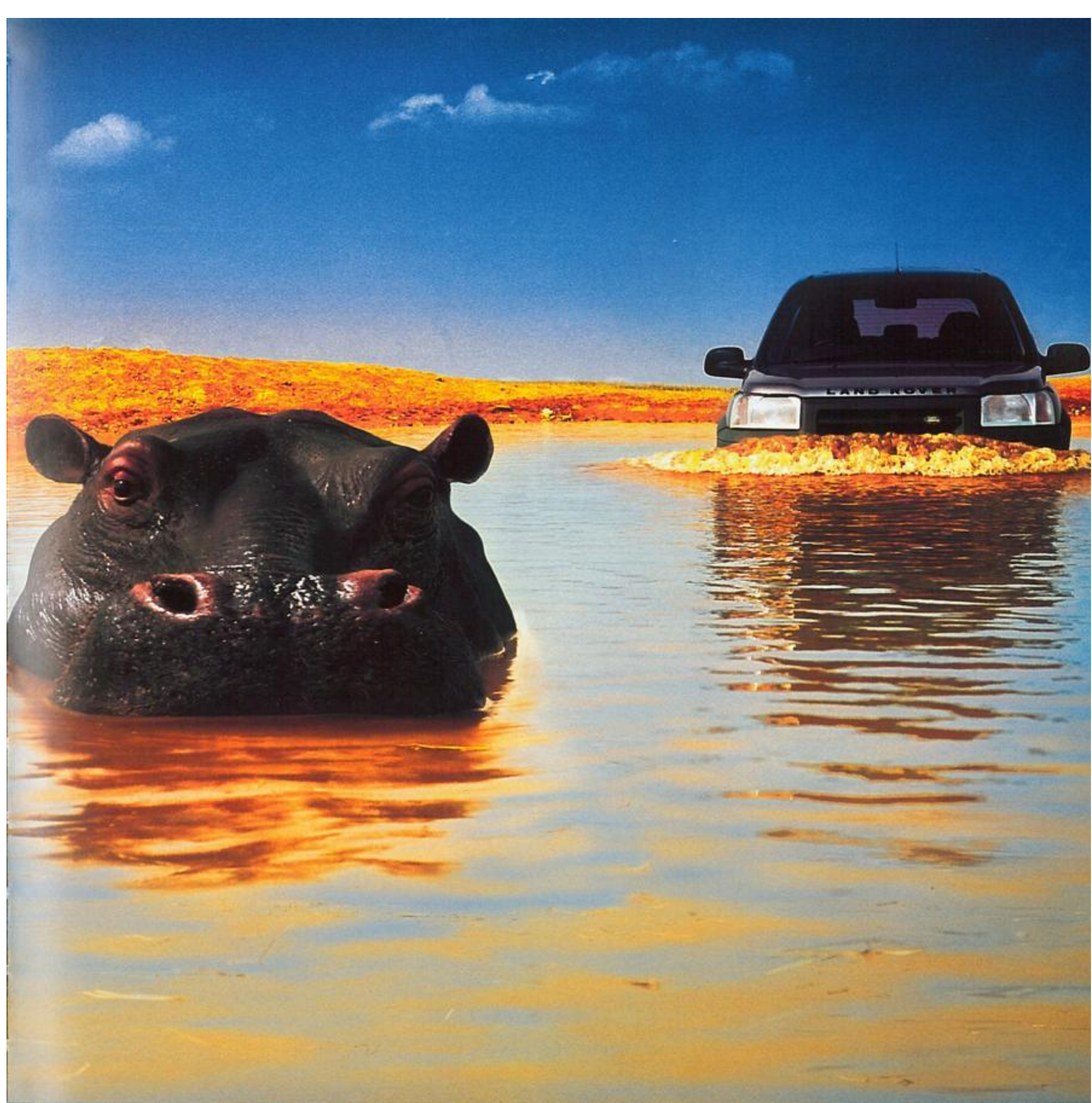
Improving the best selling 4x4 is not a task for the faint hearted

However, around 25% of parts are different on the new model and driver/owner feedback has resulted in styling and optional equipment modifications. New body colours and alloy wheel styles are complemented by the switch to black for all exterior mouldings including wheel arches, bumpers, handles and fuel cap. At the rear, smoked indicator lenses complete the new look. Moving inside, the focus is on increased comfort and choice. Standard improvements include upgraded instruments with improved graphics which are now housed in a black binnacle. Black also becomes the colour of the centre console and the newest interior colour.

Among the new interior options are: luxury leather colourways, premium in-car entertainment and satellite navigation. If your journeys take you into sub-zero temperatures, a cold climate pack with heated front seats and windscreen is now available (V6).









New generation diesel

**If you've never considered a diesel engined vehicle,
Freelander's Td4 may well change your mind**

Advanced technology has resulted in the development of a new generation of diesels that are as quiet, powerful and responsive as petrol engines; yet still more fuel efficient. Significantly, they are also amongst the most environmentally friendly engines available today.

Precision and control are the key factors for common rail diesel engines. Precisely metered amounts of fuel at pressures greater than those found at the bottom of the deepest oceans is injected directly into each cylinder through holes as fine as a human hair. Engine management software then monitors the performance of each injector and makes adjustments for changes in a range of factors from driving conditions to engine wear. As you'd expect, the 2.0 Td4 is tough and delivers optimum performance and torque both on and off-road.



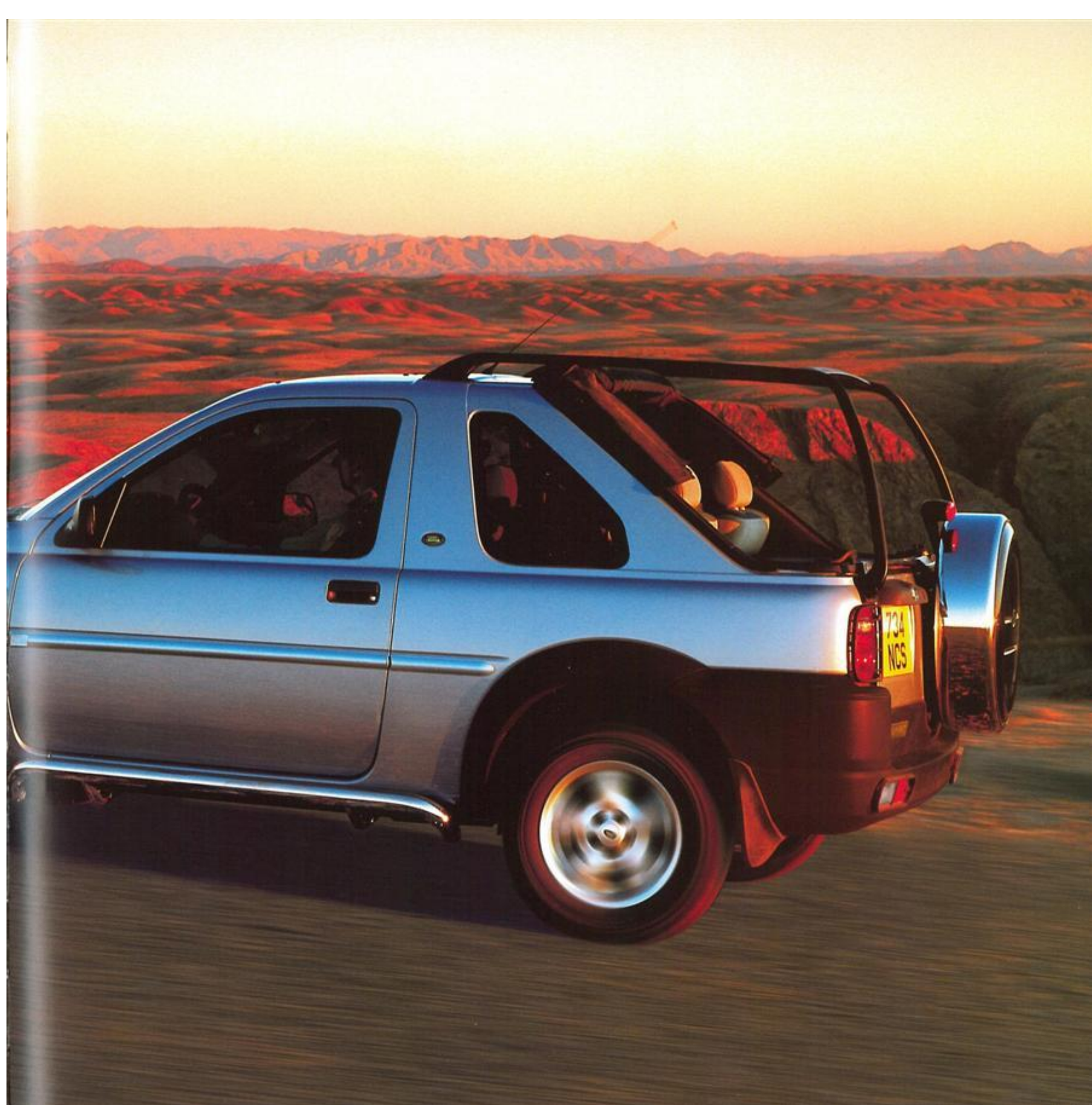


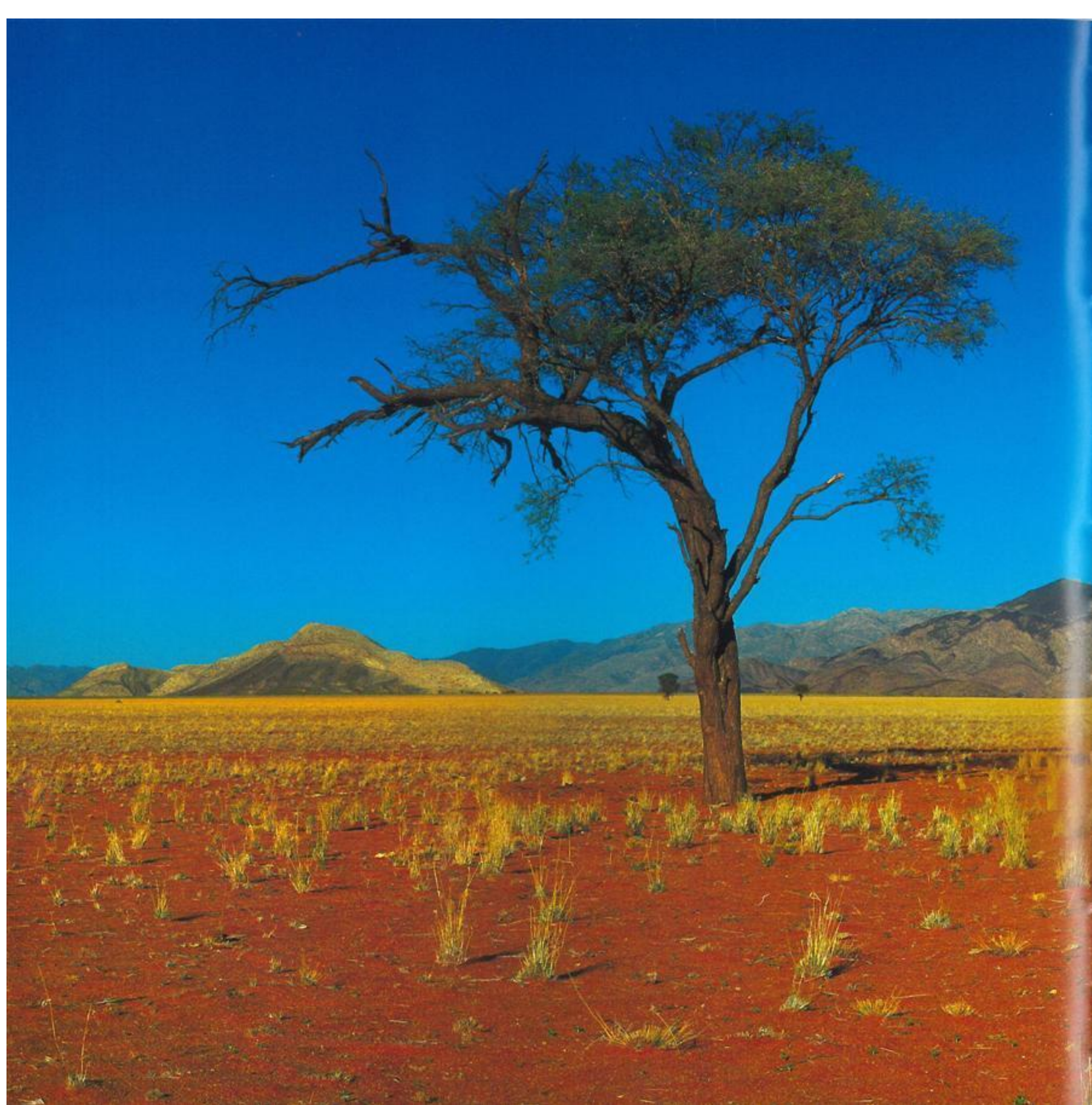
50% more power

Naturally, it delivers all this on unleaded fuel with low exhaust emission levels - and as you'd expect from a V6 it's both smooth and quiet

That's what the 2.5 V6 delivers compared with the already extremely capable 1.8 engine. On-road this results in improved responsiveness and long distance cruising capabilities. Off-road it provides high performance of a very different kind.

Engineers tasked with developing the V6 Freelander had to strike a fine balance between its double life as both an on and off-road vehicle. Off-road, sheer power alone can cause more problems than it solves. What's needed is controlled pulling power or torque - across a wide rev range. It took more than two years to develop, but that's precisely what they've achieved.





Changing up to serious fun

CommandShift transmission - controlled gear changing in all conditions

Few would argue that automatic transmission takes the grind out of driving in heavy traffic. It can however, take the fun out of driving in other conditions. Land Rover's development engineers have provided a solution: automatic transmission with sports mode and CommandShift. In CommandShift mode, the gear stick performs the same function as the push button gears found on Formula One cars. Flick it forward to change up and back to change down - it's that simple. Should driving conditions change, a slight movement to the left and the transmission is returned to normal automatic mode.

When things get interesting again, a move to the right and it's back to CommandShift. Aside from bringing some sheer fun back into driving, there are serious advantages. The system puts control firmly in the hands of the driver, and is especially useful in unusual on or off-road conditions where absolute control is essential.

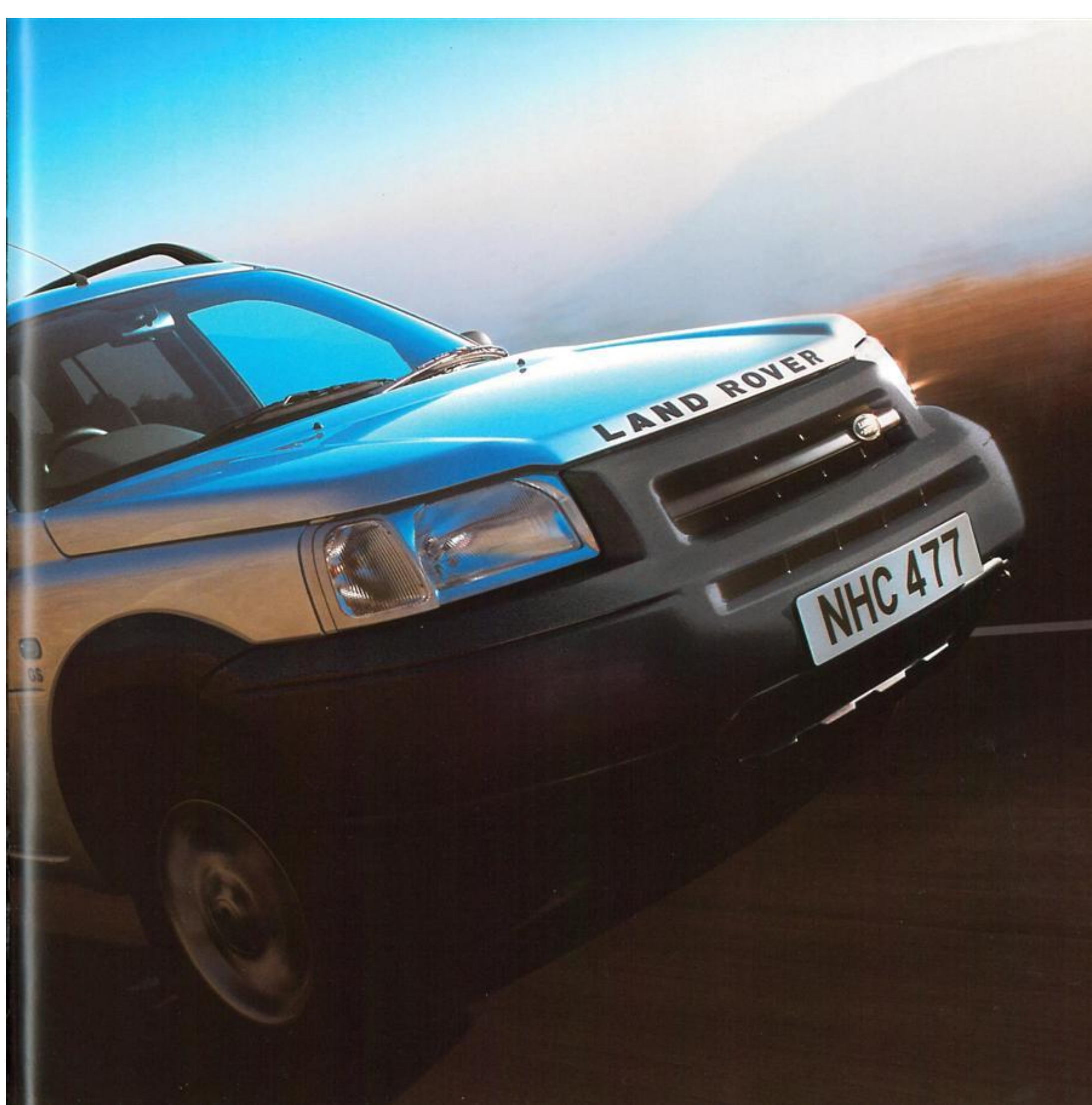


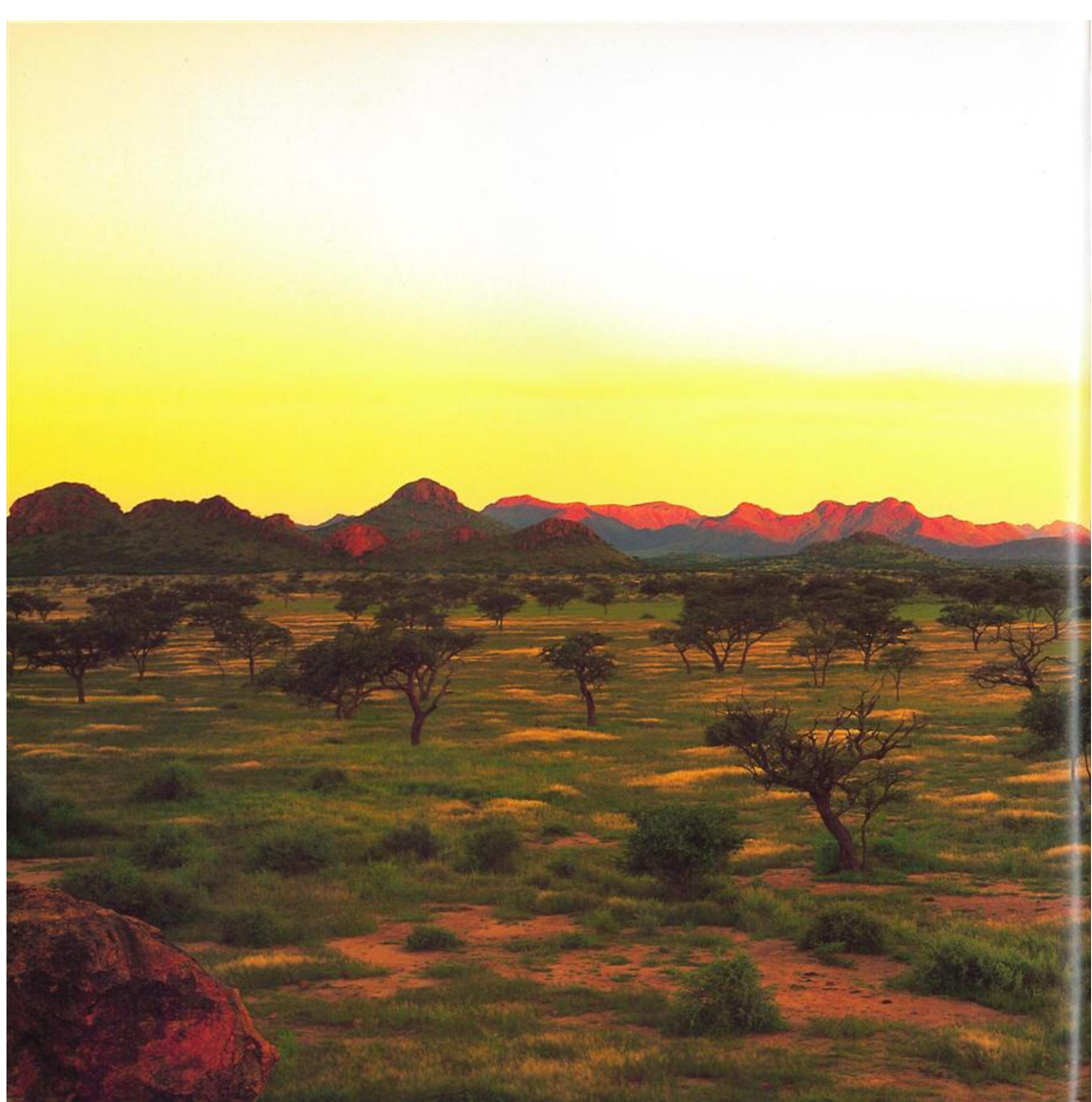


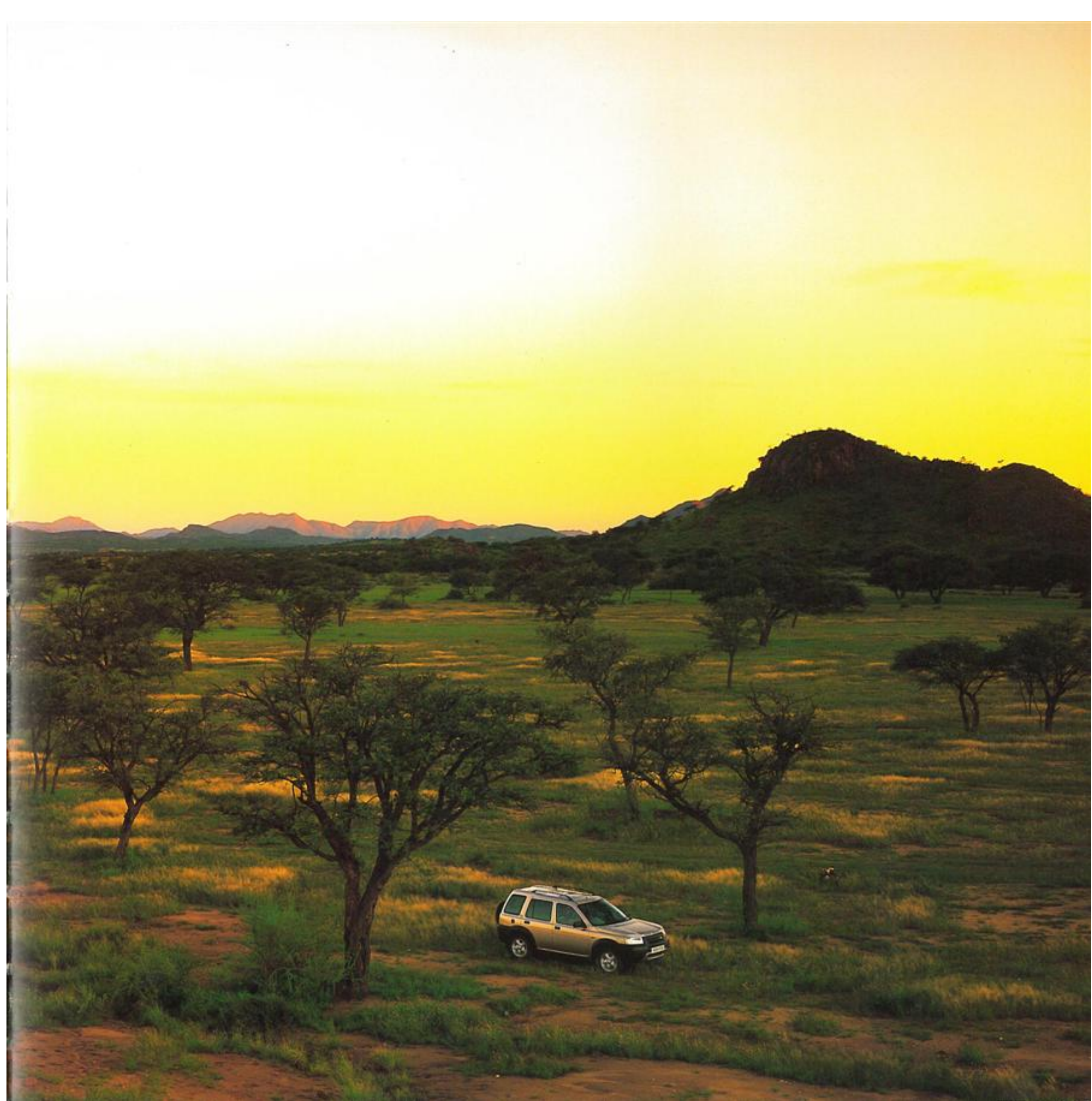
Dynamic road holding

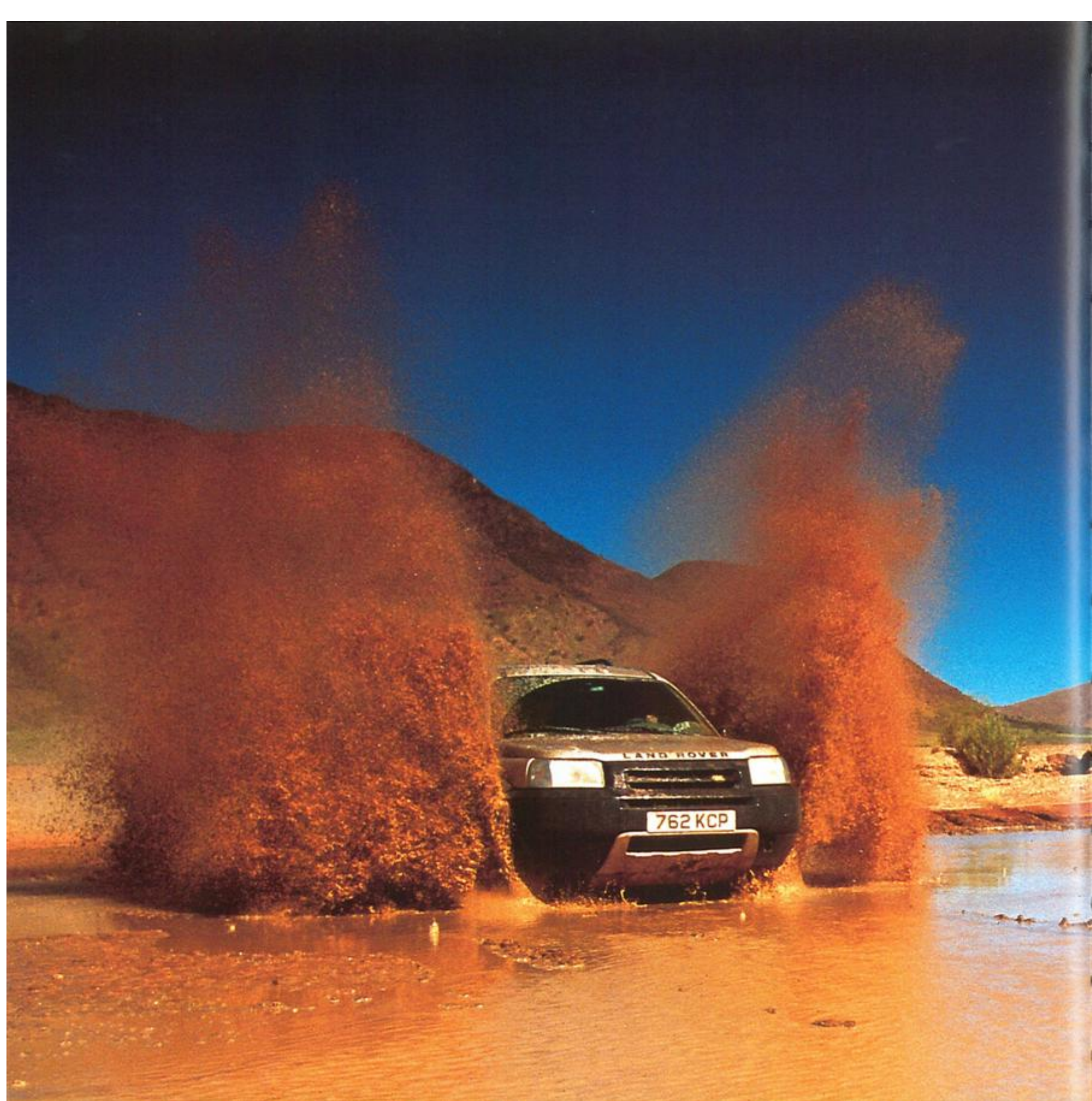
Ride and handling came second only to quality and reliability in a survey of why people chose to buy a Freelander

Expecting any 4x4 to behave as well on-road as off, is asking a great deal. Striking a balance between the two is a complex but vital task as the poll indicates. Sheer driving enjoyment is clearly a powerful factor in the Freelander's success story. In order to create such agile handling, a number of systems had to be integrated. The stiff, lightweight monocoque body with integrated chassis, the permanent four wheel drive, the power steering, all-round independent suspension with ventilated front disc brakes, the large diameter alloy wheels and tyres. Technology in the form of 4 Channel ABS, Electronic Traction Control (ETC) and Electronic Brake Force Distribution (EBD) all play vital parts in creating the Freelander's on-road capabilities. Ultimately, it's the synergy between all these elements that creates the indefinable thrill of driving a Freelander.









Advanced off-road technologies

Advanced technologies are at the heart of the Freelander's off-road capabilities

Not that you'd know it. Aside from the Hill Descent Control (HDC) button, it's invisible. Making the Freelander accessible to conventional car drivers required radical thinking. Only high range gears are used, but with assistance from a number of sophisticated systems. The 4-channel Anti-lock Braking System (ABS) is always active, however when tackling steep downhill gradients it also acts as a virtual low range gear. The patented HDC uses it to maintain an optimum speed, so aside from pushing a button, you do nothing but steer.

Electronic Traction Control (ETC), senses when a wheel is losing adhesion and transfers its power to those that have it.

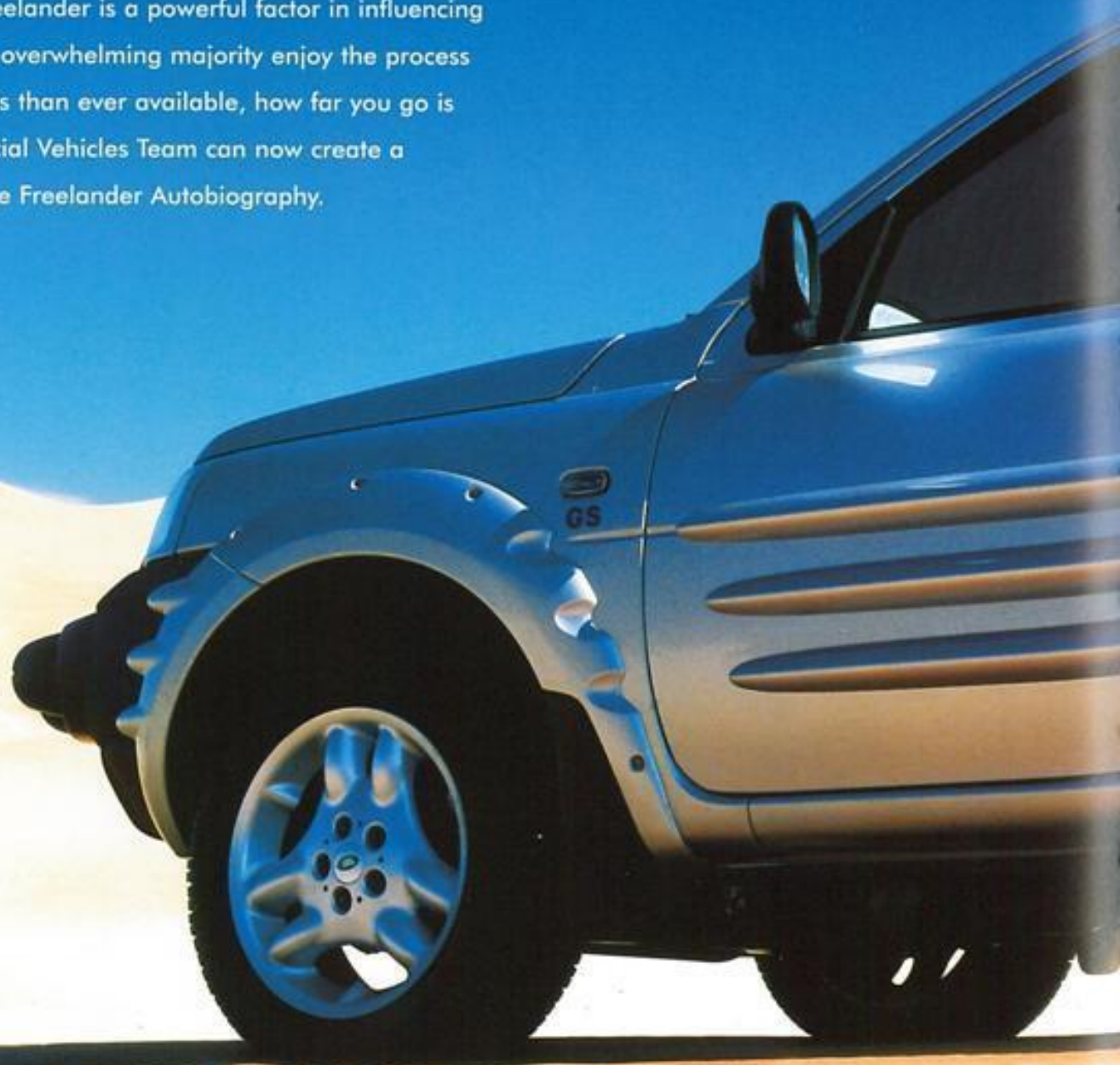
Electronic Brake Force Distribution (EBD) compares the balance between front and rear wheels and their relative speed. If necessary it reduces the braking force to a wheel it considers is turning too slowly. With the technology doing the work, you're free to enjoy the ride.



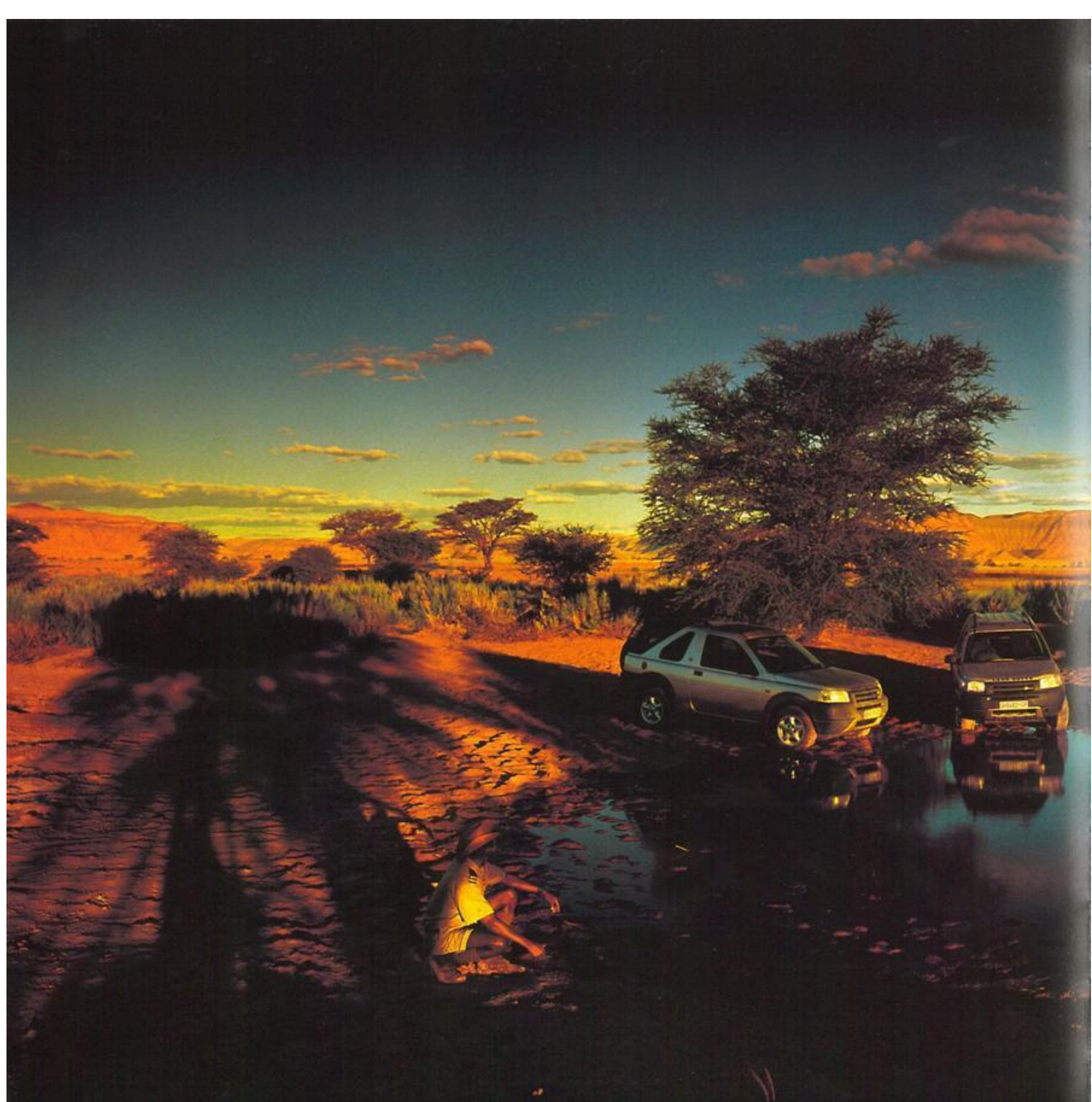
Expect more than style

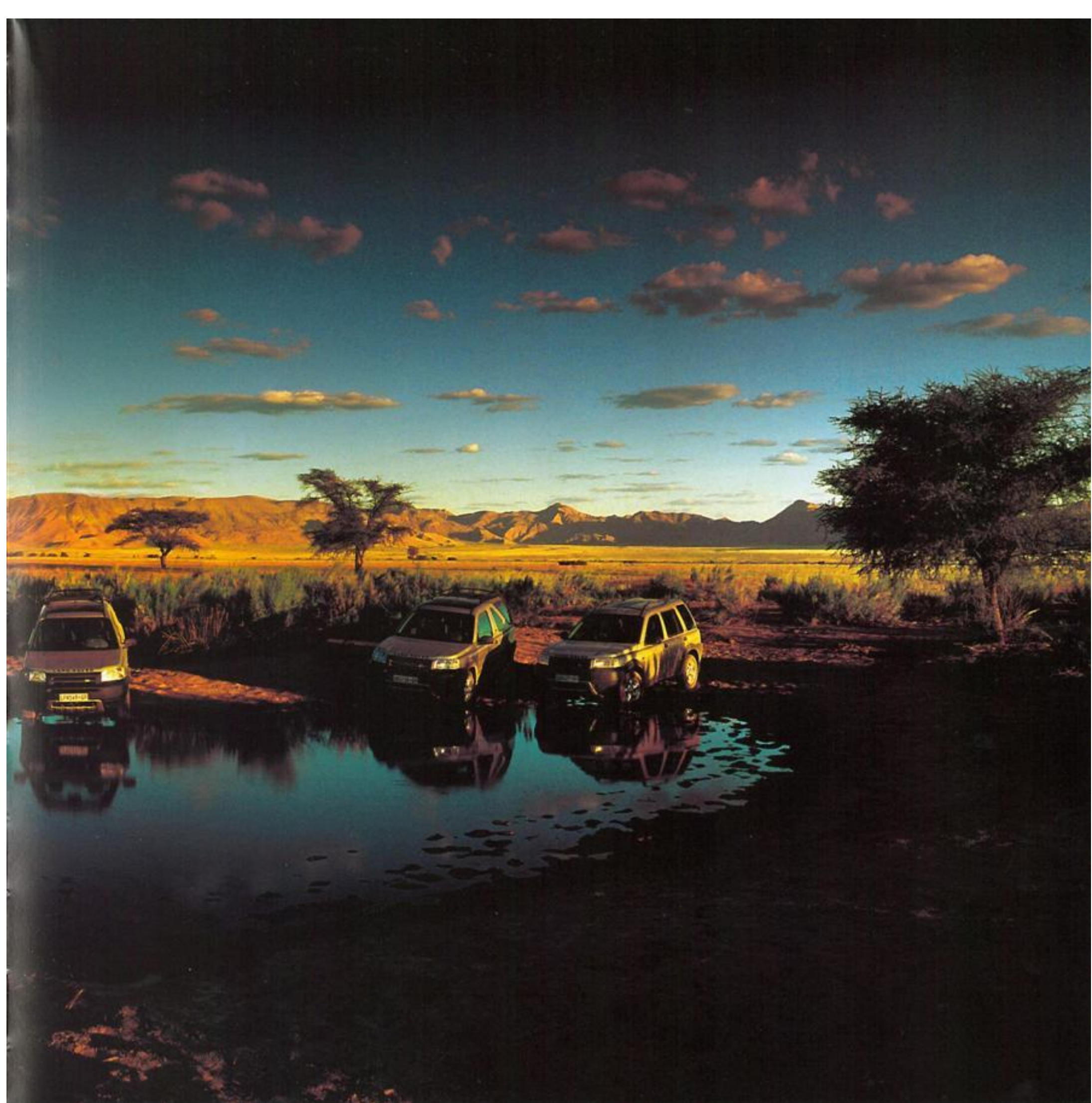
One look at the Freelander and it's clear that its success isn't simply based on Land Rover's engineering legacy

By any standards it's a good looking vehicle, but the kind of people who buy a Freelander expect more. They expect a Land Rover. That's precisely what they get. Looks alone don't make it such an accomplished best seller. Its style is underpinned with solid engineering. That's why you can enjoy the buzz of driving on or off-road with confidence. Driver feedback makes it clear that the understated 'presence' of Freelander is a powerful factor in influencing their decision to purchase. It's also evident that the overwhelming majority enjoy the process of personalising their vehicle. With more accessories than ever available, how far you go is your decision. For the ultimate in prestige, the Special Vehicles Team can now create a unique vehicle built to your exact specifications - the Freelander Autobiography.









Inside choices

Increased choice, increased luxury; and the colour black distinguish the new model. Cloth or leather seats and trims are available for both 3 and 5 door models. In addition, and by customer demand, Black joins Smokestone as an interior colourway option. Black also becomes the colour of the upgraded instrument faces and their binnacle along with the centre console, regardless of interior colour choice.

On 3 door models, Teal detailing on such items as air vents and control fascia is replaced by "Kingdom" a gunmetal finish whilst on 5 door station wagons, these areas will be treated in black. A nine speaker, harman-kardon in-car entertainment system joins the range of options along with the Becker ICE with integrated Satellite Navigation. Should you have your own ideas, craftsmen from the Special Vehicles Team will create a unique interior to your exact specification under the newly extended Autobiography programme.





3 door interior

The 3 door Freelander has a totally different 'feel' to the 5 door station wagon. So much so that they might be entirely different vehicles. With its glass targa top and detachable hardback or softback, it's often the choice for owners who want to use their Freelander for sports or outdoor activities. Equally, there are those who simply enjoy throwing a bag in the back and taking off for the weekend, without any idea of where they'll go or what they'll do when they arrive - there's that Freelander feeling again.

The 3 door is available with 4 or 5 seats and floor to roof storage areas, ranging from the rear loadspace security box to door bins, glove boxes and roof cargo nets. There's even a sunglasses holder. Whether you choose leather with Kingdom highlights or the standard trim, the rear seats fold down to provide nearly 1.3 cubic metres of loadspace.





5 door interior

The first thing you notice about the interior of any Freelander is the sense of wide open space. With 5 doors, you're able to make most practical use of it. If you regularly carry several passengers, the 5 door station wagon makes life much easier and the slightly raised rear seats and roof line preserve the light, airy feeling that's an integral part of the Freelander's appeal.

The 5 door station wagon is often the natural choice for those who want the highest interior specifications, such as leather, air conditioning and cruise control. However, because there really is no typical Freelander driver, the choice of interior trim level and type is wider than ever to reflect your individuality and lifestyle. Whether you choose cloth or leather, you and your passengers see the world outside from a different point of view. You feel safe, relaxed - and ready for anything.





The Land Rover Experience

For over 50 years Land Rover have been bringing the world the best 4x4's by far. The heroic Defender, the tough luxury that is Range Rover, Discovery creating a new breed of 4x4 and most recently the Freelander the leading, award winning sports utility vehicle.

But beyond the vehicles, Land Rover bring you so much more; Land Rover is a way of life, a promise of adventure and a new lease of freedom. The Land Rover experience is educational, entertaining and fun.

Through the Land Rover Driving Experience, Land Rover are progressively opening up off-road driving centres all over the world, giving customers the opportunity to maximise their enjoyment of their vehicle and become better all round drivers.

Land Rover also recognise that the right gear for the job is important. There is a range of Land Rover Gear. From tough, go-anywhere clothing for all climates, to hardware that includes thermal mugs, radios that do not need batteries and even replica models of the vehicles for the children.

As for the promise of adventure; the world is literally your oyster and where in the world do you want to go? A ten day trek across Alaska? Retrace Hannibal's Trail over the Alps? Through the jungle and rainforest of Belize to rediscover the mysteries of the Maya? Or cross the Kalahari? Land Rover Adventures span the globe, from the UK to the USA, Africa to Australia.

For further details contact:

www.landrover.co.uk



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Land Rover UK,
Warwick Technology Park, Warwick CV34 6RG, England
Tel: 0800 110110, Fax: 020 8410 8445
www.landrover.co.uk

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