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MARQUE VALUES

Assuring that Land Rover products meet their unique expectations requires more than superior design, technology and testing. It demands a clear dedication to a set of guiding principles we call the Land Rover Marque Values:



INDIVIDUALISM

Knowing your own mind: independence

AUTHENTICITY

Fit for purpose: the original

FREEDOM

Go where you want to go: choice

ADVENTURE

Exploring the unknown, with care for the environment

GUTS

Giving everything you've got: endurance

SUPREMACY

Superior to all competitors: leadership

To everyone at Land Rover, the Marque Values stand at the heart and soul of every vehicle we build.

Mention the name Land Rover in knowledgeable circles and immediately eyebrows raise and heads nod in recognition. This is the very same marque that has earned the respect and admiration of explorers, adventurers, royalty, police and military organizations in more than a hundred countries around the world. And not without reason. ■ Unlike many legends, Land Rover's does not diminish upon closer examination.

Integrity

For nearly 50 years, Land Rover has been the exclusive producer of four-wheel-drive vehicles, acquiring a reputation for transporting people into, across, up, down, through and most importantly, back out of adverse terrain in the most remote corners of the globe. It is, arguably, the envy of the four-wheel-drive industry. Land Rover has achieved this reputation by a single trait that has characterized every Land Rover vehicle ever built – integrity. ■ The first Land Rover models carried boxed-steel frames, bodies of aircraft aluminum and permanent four-wheel drive. This resulted in an enormously strong foundation, a low center of gravity and abundant traction. These same features form the basis of every Land Rover vehicle

built today. From the rugged Defender 90 to the multi-talented Discovery to the sophisticated Range Rover, contemporary Land Rover vehicles all share a legacy unrivaled in the industry.



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
MANUFACTURERS OF LAND ROVER
LAND ROVER AND RANGE ROVER
ROVER GROUP LTD. BIRMINGHAM



BY APPOINTMENT
TO HIS MAJESTY THE DUKE OF EDINBURGH
MANUFACTURERS OF LAND ROVER
LAND ROVER AND RANGE ROVER
ROVER GROUP LTD. BIRMINGHAM



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH THE QUEEN MOTHER
MANUFACTURERS OF LAND ROVER
LAND ROVER AND RANGE ROVER
ROVER GROUP LTD. BIRMINGHAM



BY APPOINTMENT
TO HIS MAJESTY THE PRINCE OF WALES
MANUFACTURERS OF LAND ROVER
LAND ROVER AND RANGE ROVER
ROVER GROUP LTD. BIRMINGHAM

Looks and cachet aside, the heart and soul of every Land Rover is its chassis, which is a model of brute strength and technological sophistication. ■ Nestled securely amid the trademark boxed-steel framework is a drivetrain of world-class qualifications.

Legendary Performance

Aluminum V-8 engines supply generous low-rpm torque through manual or automatic transmissions to a pair of strong beam axles. A two-speed transfer case and center

differential receive the power and distribute it via a permanent four-wheel-drive system that operates continuously – there's no need to pause and engage it in the event of sudden slippery conditions. ■ Long-travel suspension is achieved by massive springs –

air-type in Range Rover, steel coil in Defender and Discovery – together with radius arms that allow the axles to

articulate over off-road obstacles and soak up road shock that ordinarily would be passed on to passengers.

■ Stopping is provided by powerful four-

wheel disc brakes on all models, with anti-lock

brakes on Discovery and Range Rover. These two models also feature dual airbags.¹ In fact Land Rover vehicles were the first sport-utilities

in the world with this safety system. ■ Land Rover's legendary

aplomb in the face of difficult conditions is neither myth nor fluke. It

is the result of advanced engineering that has been proven under

extreme circumstances in the most remote corners of the planet.



1. See airbag statement in specifications.



Ever since its introduction in 1970, Range Rover has defined and repeatedly redefined the category of luxury sport-utility vehicle. In fact, Range Rover is actually several vehicles: a superb off-road 4 x 4; an elegant British luxury car complete with supple leather trappings and gleaming wood trim; and a robust European sporting sedan.

Range Rover

A Range Rover owner can exit the city, sprint to the country, depart the pavement for off-road adventure and then return home in comfort – all this

in a single day's outing. ■ One of the secrets of Range Rover's amazing versatility is an Electronic Air Suspension (EAS) system that raises and lowers the vehicle, depending on load and operating conditions. In the "High" mode, it provides additional off-road clearance, while in the "Access" mode, the passenger cabin lowers 2.6 inches for easier exit and entry. ■ Inside Range Rover, one finds an impressive list of conveniences, including heated, 10-way adjustable front seats with memory, heated side-view mirrors, a remote keyless locking system that can adjust seats and mirrors to pre-selected memory settings, and dual zone automatic climate



control. Dual airbags¹ are, of course, standard. ■ For 1997, there are two Range Rover models from which to select: the 4.0 SE powered by an energetic 4.0-liter aluminum alloy V-8, and the 4.6 HSE, with an even stronger 4.6-liter engine and low profile, 18-inch Pirelli tires. Both models employ permanent four-wheel drive, an electronically-controlled four-speed automatic transmission and two-speed transfer case with "H-gate" shifter. Range Rover is living proof that high technology, luxury and go-anywhere capability can exist happily under the same roof.

This is the vehicle for people who thought they could never own a Land Rover. Like all Land Rover models, it is designed and built to withstand the rigors of global adventure. But in a more important sense, it's also tailored to survive the unique stresses and strains

Discovery

of service in an active family. Reassuring Land Rover attributes such as a high-torque aluminum V-8, permanent four-wheel drive and four-wheel anti-lock disc brakes are all standard equipment. ☒ At the same time, Discovery's unique cockpit with its large, airy

surroundings, generous windows and high seating position provides a commanding view of traffic below. For much the same reasons it's also pleasant to drive and easy to park. Adding to its confidence-inspiring behavior is a long list of standard safety and convenience equipment, including dual airbags,¹ heating and air conditioning with individual controls for driver and front passenger, heated side-view mirrors, headlamp washers and a premium AM/FM/cassette audio system. ☒ Discovery's interior is particularly

well suited for family use. Storage compartments, cargo nets and cupholders are in abundance, and tough, easy-to-clean materials are used throughout. ☒ Discovery, like all Land Rover vehicles, also has a globe-trotting side. And the qualities that



have endeared the Discovery to explorers and adventurers in the jungles of Borneo and the blizzards of Antarctica are the very qualities that have made it such a trusted member of a growing number of American households. ☒ Above all, Discovery is unique, a pleasant alternative in a world of high-volume, look-alike cars and sport-utility vehicles. Perhaps surprisingly, for the price of an ordinary sport-utility, you can own a genuine Land Rover.

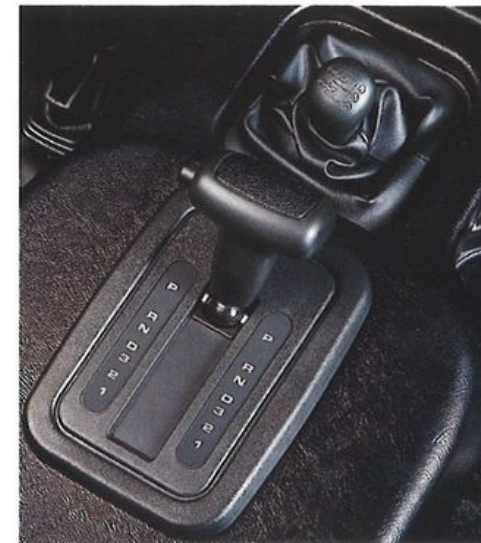




Defender 90

The Defender is in many respects the quintessential Land Rover. It can trace its roots directly back to the original four-wheel-drive pack mule that inspired the Land Rover legend in the first place. Like its ancestor, there is nothing frivolous or superficial about it. The straightforward architecture, the massive wheels and tires, the trim wheel-base and minimal overhang – what you see is what you get. And what you get in the Defender 90 is a no-nonsense, work-hard, play-hard vehicle with on-road poise and off-road performance capabilities that can exceed the requirements of even the most ardent global adventurer. ■ With its aluminum body panels and boxed-steel frame, V-8 engine and rugged four-speed automatic transmission, permanent four-wheel drive and two-speed transfer case, the Defender 90 is ready for action – anywhere, any time, any place. It's also as much at home

running errands around town as surely as it is on expeditions into the wilderness. Defender is the kind of vehicle that adds a touch of adventure to any outing. ■ Settling behind Defender's stout steering wheel, one is immediately struck by its strong sense of purpose. The array of gauges, the hand-filling levers and controls, the utilitarian ventilation ducts and durable, accommodating seats – all convey an impression of ruggedness and durability that is no mere illusion. Yet Defender is also civilized. Give it a wash and a good vacuuming-out and it's ready for a night on the town. ■ For 1997, its final year in America, Defender 90 is available in two body styles – the time-honored Soft-Top and the all-weather Station Wagon with factory-fitted aluminum top.



Soft-Top available Spring 97. The 1997 Defender 90 model line is not available in Canada.

RANGE ROVER 4.0 SE/4.6 HSE

BODY/CHASSIS

- 14-gauge boxed-steel ladder frame.
- Welded steel inner body-cage.
- Aluminum alloy and steel outer body panels.

ENGINE

- OHV 4.0-liter alloy V-8 (4.0 SE).
- 190 hp, 236 lb-ft of torque (4.0 SE).
- OHV 4.6-liter alloy V-8 (4.6 HSE).
- 225 hp, 280 lb-ft of torque (4.6 HSE).
- Sequential fuel injection.
- Distributorless ignition.

FOUR-WHEEL DRIVE SYSTEM

- Permanent 4-wheel drive.
- Two-speed transfer gearbox.
- Center differential with viscous coupling unit.
- Rear traction control.
- Four-speed electronic automatic transmission.

SUSPENSION/STEERING

- Electronic air suspension with air springs and hydraulic dampers.
- Solid front axle, radius arms and Panhard rod.
- Solid rear axle, trailing links and Panhard rod.
- Power-assisted recirculating ball steering.

BRAKES/WHEELS/TIRES

- Power-assisted 4-wheel disc brakes.
- 4-channel, all-terrain Anti-lock Braking System.
- 16 x 8.0-inch aluminum alloy wheels (4.0 SE).
- 255/65R16 H-speed rated radial tires (4.0 SE).
- 18 x 8.0-inch aluminum alloy wheels (4.6 HSE).
- 255/55R18 H-speed rated radial tires (4.6 HSE).

DIMENSIONS/CAPACITIES

Seating capacity	5
Overall length	185.5 in. (4,713 mm)
Overall width	74.4 in. (1,880 mm)

Overall height	71.6 in. (1,818 mm)
Wheelbase	108.1 in. (2,745 mm)
Curb weight	4,960 lb. (2,252 kg)
Min. ground clearance	8.4 in. (213 mm)
Max. trailer weight	
In Low Range	7,700 lb. (3,500 kg)
In High Range	6,500 lb. (2,950 kg)

SAFETY/SECURITY FEATURES

- Driver and passenger airbag Supplemental Restraint System (SRS).¹
- Side-door impact beams, front and rear.
- Front crumple zones; replaceable "crush cans."
- 4-channel, 4-wheel all-terrain ABS disc brakes.
- Collision-activated inertia switch (unlocks doors, turns off fuel pump, turns on hazard lights).
- Vehicle security system with remote keyless entry.
- Automatic dimming inside rearview mirror.
- Dual power heated exterior mirrors.

COMFORT/CONVENIENCE FEATURES

- Premium 120-watt AM/FM-stereo/cassette with six-disc CD auto-changer and weather band.
- Dual zone automatic climate control.
- Tilt/telescopic steering wheel.
- Multi-adjustable power front seats with two-person memory and thermostatic heating.
- One-touch power windows and sunroof.
- Leather and wood interior trim.
- Central locking.
- HomeLink® system for garage doors and security gates.
- Split 60/40 folding rear seat.
- Variable-intermittent windshield wipers.
- Rear-window washer and wiper.
- Integral Class III trailer towing hitch receiver.

DISCOVERY

BODY/CHASSIS

- 14-gauge boxed-steel ladder frame.
- Welded steel inner body-cage.
- Aluminum alloy outer body panels, steel roof.

ENGINE

- OHV 4.0-liter alloy V-8.
- 182 hp, 233 lb-ft of torque.
- Sequential fuel injection.
- Distributorless ignition.

FOUR-WHEEL DRIVE SYSTEM

- Permanent 4-wheel drive.
- Two-speed transfer gearbox.
- Center differential with manual lock.
- 5-speed manual transmission, fully synchronized.
- Optional 4-speed automatic transmission.

SUSPENSION/STEERING

- Solid front axle, radius arms and Panhard rod.
- Solid rear axle, trailing links and central A-frame.
- Coil springs and hydraulic dampers.
- Power-assisted worm-and-roller steering.

BRAKES/WHEELS/TIRES

- Power-assisted 4-wheel disc brakes.
- 4-channel, all-terrain Anti-lock Braking System.
- 16 x 7.0-inch aluminum alloy wheels.
- 235/75R16 H-speed rated radial tires.

DIMENSIONS/CAPACITIES

Seating capacity	5 (7 with opt. jump seats)
Overall length	178.7 in. (4,539 mm)
Overall width	70.6 in. (1,793 mm)
Overall height	77.4 in. (1,966 mm)
Wheelbase	100.0 in. (2,540 mm)
Curb weight	4,465 lb. (2,025 kg)

Min. ground clearance	8.1 in. (206 mm)
Max. trailer weight	
In Low Range	7,700 lb. (3,500 kg)
In High Range	5,500 lb. (2,500 kg)

SAFETY/SECURITY FEATURES

- Driver and passenger airbag Supplemental Restraint System (SRS).¹
- Side-door impact beams, front and rear.
- Front crumple zones; replaceable "crush cans."
- 4-channel, 4-wheel all-terrain ABS disc brakes.
- Collision-activated inertia switch (unlocks doors, turns off fuel pump, turns on hazard lights).
- Vehicle security system with remote keyless entry.
- Automatic dimming inside rearview mirror.
- Dual power heated exterior mirrors.

COMFORT/CONVENIENCE FEATURES

- Premium 90-watt AM/FM-stereo/cassette with weather band. Optional six-disc CD auto-changer.
- Individual temperature control heating and air conditioning.
- Tilt steering wheel.
- Multi-adjustable front seats.
- One-touch power front windows and available dual power sunroof.
- Wood interior trim standard. Leather available.
- Central locking.
- Split 60/40 folding rear seat.
- Variable-intermittent windshield wipers.
- Rear-window washer and wiper.
- Integral Class III trailer towing hitch receiver.

1. Please remember that seatbelts constitute the primary protection system for passengers in collisions. The airbag Supplemental Restraint System (SRS) is a supplement to the seatbelts. Although airbags provide additional protection, airbags alone are not sufficient. Always wear your seatbelts.

DEFENDER 90

(Not available in Canada)

BODY/CHASSIS

- 14-gauge boxed-steel ladder frame.
- Welded steel inner body-cage.
- Aluminum alloy outer body panels.
- Soft-Top or Station Wagon body styles.

ENGINE

- OHV 4.0-liter alloy V-8.
- 182 hp, 233 lb-ft of torque.
- Sequential fuel injection.
- Distributorless ignition.

FOUR-WHEEL DRIVE SYSTEM

- Permanent 4-wheel drive.
- Two-speed transfer gearbox.
- Center differential with manual lock.
- 4-speed automatic transmission.

SUSPENSION/STEERING

- Solid front axle, radius arms and Panhard rod.
- Solid rear axle, trailing links and central A-frame.
- Coil springs and hydraulic dampers.
- Power-assisted worm-and-roller steering.

BRAKES/WHEELS/TIRES

- Power-assisted 4-wheel disc brakes.
- 16 x 7.0-inch aluminum alloy wheels.
- 265/75R16 all-terrain radial tires.

DIMENSIONS/CAPACITIES

Seating capacity	4 (Soft-Top) 6 (Station Wagon)
Overall length	157.1 in. (3,990 mm)
Overall width	70.5 in. (1,790 mm)
Overall height	80.2 in. (2,037 mm)
Wheelbase	92.9 in. (2,360 mm)
Curb weight	3,560 lb. (1,618 kg)
Min. ground clearance	9.0 in. (229 mm)

Max. trailer weight

In Low Range	5,000 lb. (2,275 kg)
In High Range	3,500 lb. (1,590 kg)

SAFETY/SECURITY FEATURES

- Full, tubular-style "safari cage."
- Front crumple zones; replaceable "crush cans."
- 4-wheel disc brakes.
- Rear window defroster (Station Wagon only).

COMFORT/CONVENIENCE FEATURES

- Premium AM/FM-stereo/cassette with weather band.
- Reclining front bucket seats.
- Weather-resistant twill-effect vinyl upholstery.
- Roll-up front door windows and sliding rear window (Station Wagon only).
- Pop-up/removable sunroof (Station Wagon only).
- Full convertible top (Soft-Top only).
- Four inward-facing folding rear seats (Station Wagon only).
- Variable-intermittent windshield wipers.
- Rear window washer/wiper (Station Wagon only).
- Optional air conditioning.
- Integral Class III trailer towing hitch receiver.



WARRANTIES - ALL MODELS

- 3-year/42,000-mile (70,000-km in Canada) new-vehicle limited warranty.
- 6-year/unlimited mileage corrosion perforation limited warranty.
- Land Rover 24-Hour Road RecoverySM service.

Details and specifications are subject to change due to local conditions and regulations. Not all models of Land Rover products are available in every market. Consult your dealer for advice on correct specifications. Equipment on Canadian models may vary. Land Rover Road RecoverySM is a registered service mark of Land Rover North America, Inc. Copyright 1996, Land Rover North America, Inc.

TREAD LIGHTLY!
DON'T OVERDRIVE IT

Upon first entering a Land Rover Retailer, you might note a casual atmosphere quite apart from ordinary dealerships. And many of our retailers are known as Land Rover Centres. These stores reflect the Land Rover philosophy and lifestyle in even more detail,

Ownership

with displays of "Land Rover Gear" and adventure artifacts. In addition, most Centres feature elaborate off-road test tracks on-site to demonstrate the amazing capabilities of Land Rover vehicles. ☒ Land Rover ownership means more than the thrill of

owning a highly capable vehicle. In many ways, your purchase or lease of a Land Rover vehicle is your entrée into an exclusive club. From specialty clothing to adventure vacations, Land Rover ownership both accents and expands your lifestyle. ☒ The care Land Rover takes in manufacturing and delivering each vehicle reflects a continuing commitment that extends far beyond the showroom. Owners have the peace of mind that comes with a comprehensive limited warranty that stretches for 3 years/42,000 miles (70,000 km), and a limited corrosion perforation warranty of 6 years/unlimited mileage. ☒ In addition, every new Land Rover comes with 24-hour-per-day, 365 day-per-year Land Rover Road RecoverySM service to attend to the unforeseen. Should you run out of fuel, get a flat tire or in the unlikely event of a breakdown, a hotline call will dispatch a service vehicle to fix the problem on the spot or take you to the nearest authorized retailer or repair facility.



Tread Lightly!

Land Rover's exceptional off-road abilities bring clear and definite environmental responsibilities.

Land Rover strongly urges drivers to keep four-wheeling a positive recreational pursuit. To that end,

Land Rover is a founding member of and fully supports the U.S. Forest Service's Tread Lightly! program. This

program is dedicated to protecting public and private lands for future generations. Being environmentally responsible is not difficult, but it does take a conscious effort. Please join our efforts to protect the land for everyone's future enjoyment.

Visit our web site at
<http://www.LandRover.com>

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