



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
JAGGERS, GUNNERS, AND
HOUNDS TO HER MAJESTY
LORD ROBERT OF LICHFIELD



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Range Rover 1989

Lichfield


Range Rover vehicles are built in Solihull,
West Midlands, England by Land Rover U.K. Limited,
the only dedicated 4 x 4 manufacturer in the world.

As one of England's premier professional photographers,

Lord Lichfield's career has spanned over three decades. His photography of many of the world's most beautiful women and every Royal Family in Europe has graced the pages of "Life" and "Vogue" magazines, among others. In addition to publishing books on a variety of subjects and exhibiting his works from Sydney to Paris, Lord Lichfield is a recognized connoisseur, respected restaurateur, avid sportsman and . . .

Range Rover owner.

"The photography in this publication is an attempt to capture something extremely difficult – the essence of a truly unique car. Since its introduction in the U.K., I have followed, first hand, the evolution and continual refinement of Range Rover. I have seen how it has become for many an extension of a particular lifestyle or philosophy, which naturally involves the vehicle in every aspect of daily activity, whether it be a trip to London to negotiate a contract or negotiating a muddy country lane. This elusive combination of function and freedom is what I hope to have captured through my camera lens."

A handwritten signature in dark ink, appearing to read 'Lichfield', with a long horizontal stroke extending to the right.

Oxford Gardens, London



 RANGE ROVER

A UNIQUELY EUROPEAN HERITAGE

1948 was a truly vintage year for Europe's most illustrious automotive marques. But of all the vehicles at that year's Amsterdam Motor Show, none was to have such long-term impact as the stubby, purposeful machine on the Land Rover stand. After forty years of taming deeply rutted tracks, dense jungle and mountain passes, the Land Rover enjoys a reputation of legendary proportions – and today, it still rules the world's wildest places. But even a Land Rover could go further. Inevitably, some drivers craved a vehicle combining its unsurpassed ruggedness with West End elegance; a vehicle in which uncompromising function and value blended with true craftsmanship and luxury.

After all, why shouldn't the precision of a Purdey shotgun go hand in hand with the tailoring of a Gieves & Hawkes suit? In 1970, such a vehicle finally appeared. Christened "Range Rover", it was equally at home on a snowy mountain trail, motorway fast lane, or Mayfair's Park Lane. For while its immensely strong chassis and permanent four-wheel drive made it an authentic off-road vehicle, its supple suspension, luxury appointments and aluminium V8 engine rivalled those of a European touring sedan.

Proved, developed and honed over the years, the Range Rover is arguably, the world's most desirable on or off road sport utility vehicle, with many imitators, but few, if any, rivals. It is a consummately crafted, utterly British package.



ENCOUNTERING NATURAL OBSTACLES,
MARTINDALE, CUMBRIA.

"THE GLORIOUS TWELFTH" -
CUMBRIA, 12TH OF AUGUST,
OPENING DAY OF THE GROUSE SEASON.

Field



 RANGE ROVER

ADVENTURE WITHOUT FEAR

For all its Savile Row tailoring, its Noel Coward manners, a Range Rover is – as the English put it – as hard as nails. If it could not take nature's (and high society's) toughest challenges in its stride, it would never have been built – and students of the archetypal English Gentleman will recall that a few years back, Major John Blashford-Snell conquered the notorious Darien Gap, at the wheel of a Range Rover.

At the heart of this paragon is the unique permanent four-wheel drive technology pioneered, developed and perfected by Land Rover. With its dual range transfer case, the smooth-changing four-speed automatic transmission provides eight forward and two reverse gears; and the relentless power of its highly developed, fuel injected engine drives through a viscous coupling centre differential – that automatically adjusts the amount of power transmitted to the front and rear axles, providing increased wheel traction in adverse conditions. For all its off-road aptitude, however, a Range Rover's greatest attribute is its combination of conceptual common sense and all-round abilities.

Abilities that both foster and reward the spirit of adventure.

FOR THE YEAR 1990



JOHN LOBB, COBBLERS, LONDON.

HOT AIR BALLOONING
ON THE SHUGBOROUGH ESTATE,
STAFFORDSHIRE.

Lincoln





 RANGE ROVER

THE HIGH PERFORMER

With all the reserve of a good butler, Range Rover's 3.9 litre V8 delivers 178 bhp at 4,750 rpm and a massive 220 lb.ft. of torque at 3,250 rpm – making this the most powerful production version ever built. Such a thoroughbred is well up to more than 100 mph on Europe's autobahns, easily up to a 1 in 2 Rockies gradient – and its integral Class III towing hitch receiver gives some idea of its versatile prowess. But it's not just *what* the Range Rover does, it's *how* it does it.

On the motorway, the powerful V8 engine, with its four-speed automatic transmission and lock-up torque converter, endows this formidable machine with long-legged supremacy – relentless progress that is, when necessary, swiftly retarded by the giant hand of four large disc brakes. And whether cruising down the highway, or making light work of some remote high place, those specially designed tyres, on their handsome alloy wheels, provide masterly grip – while the 8" ground clearance shrugs off rocky terrain.

In short, Range Rover performance is an equation transcending the basics of power, speed and agility.

When the pursuit of freedom is the name of the game, its all-round excellence provides an enticing solution.



RED RUM, ONE OF THE WORLD'S
MOST FAMOUS RACEHORSES.
THREE TIME WINNER
OF THE BRITISH GRAND NATIONAL.

GINGER MCCAIN - RED RUM'S TRAINER,
ON SOUTHPORT BEACH,
TRAINING FUTURE CHAMPIONS

Liaison





 RANGE ROVER

STYLE WITHOUT FRONTIERS

From West End to West Coast, point-to-point to Crosse Pointe, a unique presence. **S**heer elegance, distinctively, yet understatedly seductive. **A**n air of rugged yet refined authority, that matches virtually any occasion, any lifestyle. **R**ange Rover shines in any company; always dominant, never domineering. **F**or all its substantial proportions, its self-confident insouciance, this is not a vehicle for the vainglorious; it is for those who appreciate good value as much as they appreciate good taste. **W**ith its powerful restraint, its European craftsmanship, its classic elegance, the Range Rover attests to its impeccable pedigree. **I**t speaks for itself, and for the sound judgement of its owner.



ZANDRA RHODES, LONDON.
ONE OF BRITAIN'S FOREMOST FASHION HOUSES.

PACKWOOD HOUSE, WARWICKSHIRE, BUILT IN 1502.
RENOWNED FOR ITS TRADITIONAL, FORMAL GARDENS.

Levensfield





YOUNG & RUBICAM

Young & Rubicam is a leading national advertising agency. We are currently seeking qualified individuals for the following positions:

Top
FULL INSTRUMENTATION

Far Left
OPTIONAL POWER SLIDE
AND TILT SUNROOF

Left
FOUR-SPEED AUTOMATIC
TRANSMISSION AND
TRANSFER CASE SHIFT LEVERS

60/40 SPLIT REAR SEAT

Bottom
HEATED REAR WINDOW
WITH WASH/WIPE SYSTEM



UNCOMPROMISING LUXURY

The lavish Range Rover interior is now yet more palatial – so complete is the equipment that the only options are Connolly hide upholstery and a power slide and tilt sunroof. Evocatively European and graced by polished walnut, the atmosphere is one of functionally elegant opulence. Whether optional leather or colour-coded cloth is specified, the ergonomically designed front seats have 8-way power adjustment. And comprehensive instrumentation keeps the driver thoroughly informed. In the back, the double-folding seat, with convenient 60/40 split, provides up to 70.6 cu. ft. of luggage space – while the two-piece tailgate doubles as an excellent picnic platform.

Advanced heating, ventilation and air-conditioning, plus a six-speaker stereo radio/cassette system (guarded by a theft deterrent device) provides whatever ambience matches the mood of the day.

But, for all its amenities, Range Rover luxury is based on attributes far more fundamental than a high level of equipment. And its luxurious accoutrements would be quite out of place without the complete integrity of the basic concept.



LUXURY FEATURES

AM/FM stereo cassette audio system with six speakers, electronic tuning, auto loudness, radio monitor and theft deterrent device.

Rear windscreen antenna.

Air conditioning, heating and ventilation system with 3 speed fan, 5 adjustable vents, rear extractor grilles, demister to side windows, heater duct to rear passenger footwell.

Power windows with single touch driver side opening. Rear window lockout feature.

Central door locking includes fuel filler cover and tailgate.

Child locks on rear doors.

Cruise control.

Tinted glass.

Removable woven carpeting over rubber floor mats.

Electrically adjusted and heated, outside rear view mirrors with fold-away feature.

Heated front windscreen.

Heated rear window.

Heated front windscreen washer jets.

Power wash to front headlamps.

Multi-function front windshield wipers incorporating flick wipe, adjustable intermittent wipe and programmed wash and wipe sequence. Rear wash and wipe system with intermittent facility.

Front door puddle lamps and door open warning lamps, engine compartment inspection light, delay action on interior lamps.

Centre console box.

Removable rear parcel cover.

Inertia reel front and rear seat belts with front height adjustable top mountings.

INTERIORS SHOWN FEATURE
OPTIONAL CONNOLLY HIDE





 RANGE ROVER

INDOMITABLE STRENGTH

Range Rover's immensely rigid chassis is an object lesson in off-road endurance. Following established Land Rover practice, it comprises a wax-injected, 14 gauge, welded steel ladder design frame, capable of treating the roughest going, the heaviest loads, with easy indifference. Above it is a welded steel inner body cage, to which the outer body panels are bolted. The majority of these panels are fashioned in lightweight aluminium - which lowers the centre of gravity for improved stability and poise. This formula of rugged refinement is also applied to the suspension. Coil sprung all round, dual rated at the rear, and complemented by a sophisticated rear-mounted hydraulic ride-levelling unit, it ensures luxury sedan comfort, regardless of load. And wheel travel of 8" (front) and 11" (rear) tackles the most violent undulations with regal aplomb. Throughout the Range Rover, strength integrated with finesse epitomizes the iron fist in the velvet glove.



SALMON FISHING IN THE RIVER EDEN
WHICH FLOWS INTO ULLSWATER, LAKE DISTRICT.

Leaflet





 RANGE ROVER

ITS MOST NOTABLE QUALITY IS QUALITY

Quality of materials, of engineering, of craftsmanship – and, above all, quality of *thought*, these are the essentials of such a traditionally wrought, yet utterly contemporary vehicle. **A**n obvious example is the four-wheel drive system – which, for all its cross-country prowess, was the first specially designed to enhance the driveability of a vehicle that will, inevitably, spend more time *on* the road. **S**heer quality of thought shows in the details, too. **P**uddle lamps under the front doors, for when Lobb dress shoes, rather than hiking boots, are the chosen footwear. **P**ower adjustable, electrically heated mirrors, that fold away when encountering off-road obstacles – and crowded parking lots. **H**eated front windscreen, heated screenwash jets, heated rear window, rear wash/wipe – and power washers for the headlamps. (An ignition override actually turns the last-mentioned into parking lamps, should you leave them on). **T**he way the power windows include single-touch driver window opening, to minimize toll booth delays – and the central locking system also includes the fuel filler cover and tailgate. **F**rom top to bottom a Range Rover is an amalgam of traditional values and state-of-the-art execution. **A**nd, to take liberties with another great English institution – Shakespeare: 'the quality of mastery is not strained; it riseth to whatever the occasion.'

ESTINGTON PARK HOTEL, STRATFORD-UPON-AVON.
1711-1712

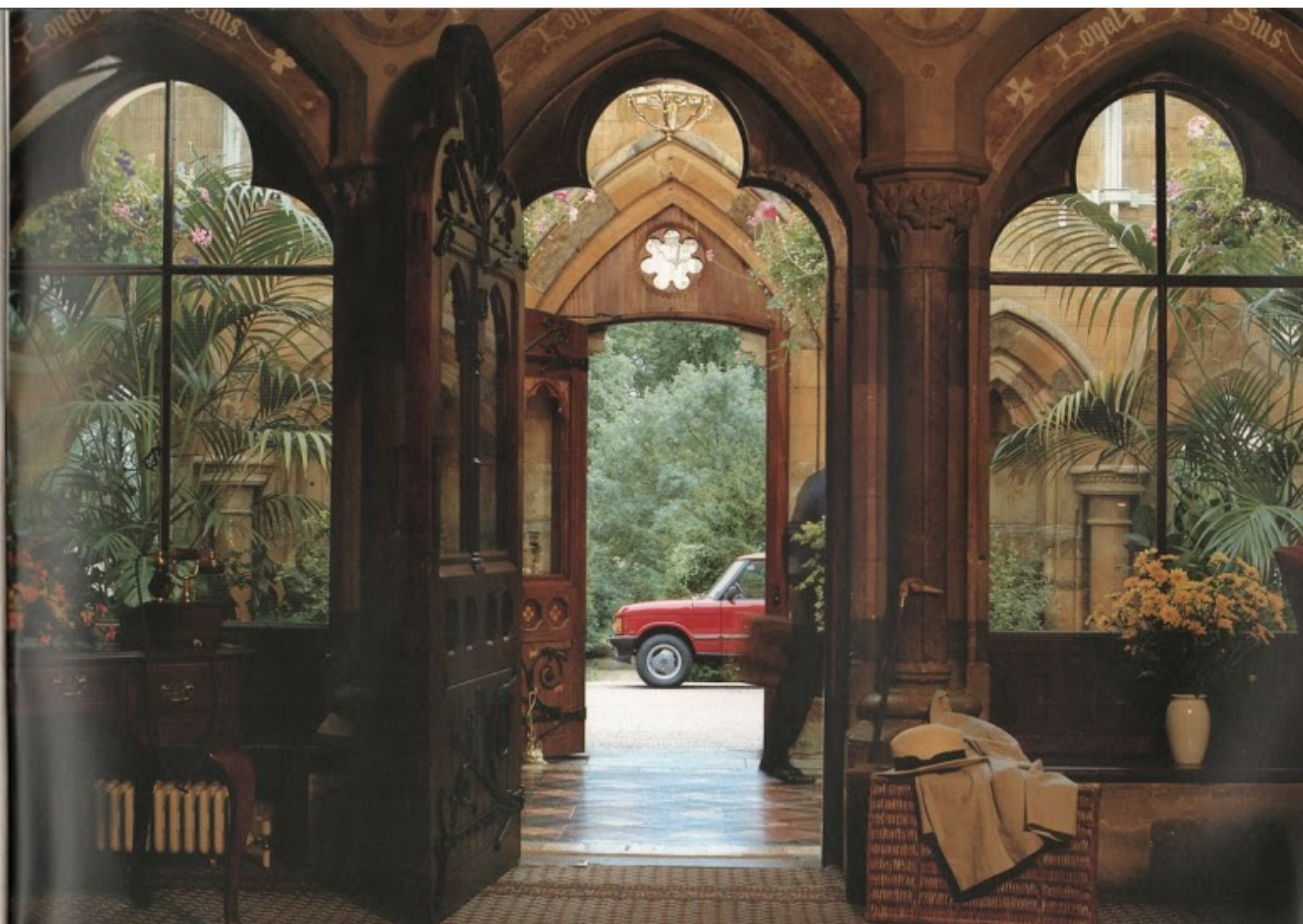
The hotel is a fine example of the Neo-Gothic style, and is one of the best preserved of its kind in the Midlands. It was built by the 10th Earl of Warwick, and is one of the finest examples of the style in the Midlands. The hotel is a fine example of the Neo-Gothic style, and is one of the best preserved of its kind in the Midlands. It was built by the 10th Earl of Warwick, and is one of the finest examples of the style in the Midlands.



ESTINGTON PARK HOTEL, STRATFORD-UPON-AVON.
A NEO-GOTHIC MANSION.
FIRST RECORDED IN THE DOMESDAY BOOK IN 1086.

Licet. in

The hotel is a fine example of the Neo-Gothic style, and is one of the best preserved of its kind in the Midlands. It was built by the 10th Earl of Warwick, and is one of the finest examples of the style in the Midlands. The hotel is a fine example of the Neo-Gothic style, and is one of the best preserved of its kind in the Midlands. It was built by the 10th Earl of Warwick, and is one of the finest examples of the style in the Midlands.





 RANGE ROVER

THE CAR THAT CARES

Anthropomorphic, admittedly: but, as is well known,

Europeans are inclined to endow special cars with almost human qualities. And there's certainly no doubt that if any car cares for the humans inside it, this is the

one. The uniquely elevated driving position – that

helps the cross-country driver avoid obstacles –

enables the same driver to see further ahead on the

road. The permanent four-wheel drive is a positive

boon on snow, ice and other treacherous surfaces – yet

responsive power steering provides the easy

maneuverability of a far smaller vehicle. The driver and

passengers enjoy an environment that provides an

exceptional level of comfort on long journeys.

The inherent strength of the bodyshell is complemented

by child locks on rear doors and windows.

The technology, engineering and reliability, to which

the Range Rover owes its formidable reputation,

play as crucial a role in everyday commuting as they do

in the most ambitious expedition.

STANDARD CREDIT



WROXALL ABBEY SCHOOL, WARWICKSHIRE.
ONE OF ENGLAND'S OLDEST PRIVATE GIRLS' SCHOOLS.
FIRST ESTABLISHED IN RUGBY IN 1872.

Landfield



BEYOND SUBJECTIVITY: AN ENGINEER'S VIEW.

Many and complex are the factors determining an individual's choice of car.

But, for those who look beyond social aspiration, who see through emotional ploys, there is a bottom line: *How* the car is designed and built; *how* its specification matches its role; in short, plain facts.

The following specification not only provides a detailed, objective analysis of the car's construction; it also demonstrates that, in an increasingly cynical world, a Range Rover remains what it always has been: extraordinary value.

ENGINE

V8 engine of cast aluminum construction with five main bearing crankshaft and self-adjusting hydraulic tappets. Multi-point Electronic Fuel Injection.

Displacement	3.9 litres
Max. Power	178 bhp at 4750 rpm
Max. Torque	220 lb.ft. at 3250 rpm
Bore: 3.7 ins.	Stroke: 2.8 ins.
Compression Ratio:	8.13:1

TRANSMISSION

Four speed automatic. Epicyclic gearbox with fluid torque converter and fourth gear lock up. Kickdown and manual override feature.

TRANSFER GEARBOX

Permanent four-wheel drive system. Two-speed reduction on gearbox output.

High ratio: 1.206:1 Low ratio: 3.243:1

Front and rear drive permanently engaged via a centre (inter-axle) differential which allows four-wheel drive to operate on pavement for extra security. This differential is fitted with a viscous coupling unit (VCU). Upon sensing loss of traction, the viscosity of VCU fluid increases, creating a locking effect which provides equal power distribution (50/50 torque split) to both drive shafts. Once traction is regained, VCU locking effect is reduced automatically.

AXLES

Beam axles front and rear, incorporating spiral bevel type differentials with fully floating axle shafts. Front axle incorporates fully enclosed constant velocity joints. Axle differential ratio: 3.54:1

SUSPENSION

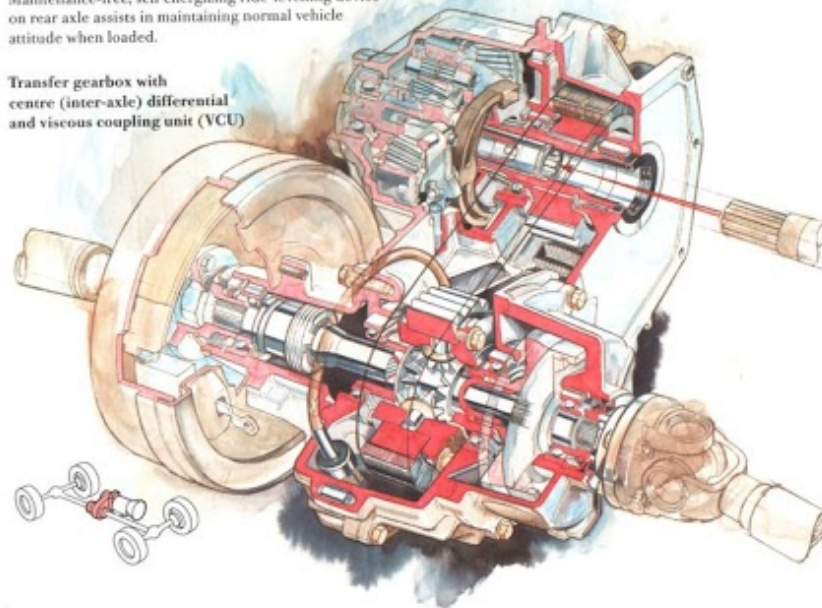
Long travel coil springs, dual rate at rear. Axle location by radius arms with panhard rod at front, trailing links and central "A" frame at rear. Long-stroke hydraulic telescopic dampers.

Spring Rates: Vehicle Wheel Travel:
Front: 133 lb/in. Front: 8 ins.
Rear: 127 and 180 lb/in. Rear: 11 ins.

RIDE LEVELLING DEVICE

Maintenance-free, self energizing ride-levelling device on rear axle assists in maintaining normal vehicle attitude when loaded.

Transfer gearbox with centre (inter-axle) differential and viscous coupling unit (VCU)

**BRAKING SYSTEM**

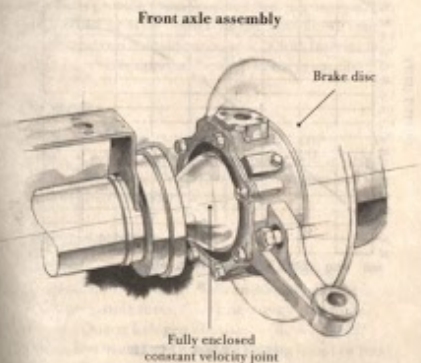
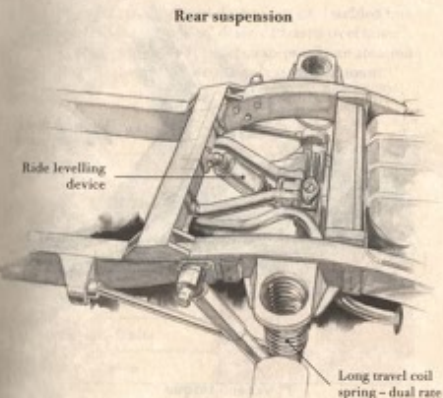
Self adjusting servo-assisted, hydraulic disc brakes on all four wheels. (Total swept area 477 sq. ins.). Positive, drum-type parking brake operates on the transfer case output shaft.

STEERING

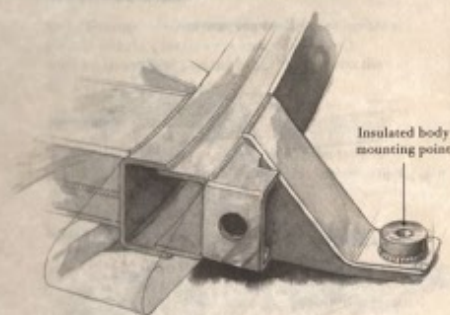
Power-assisted steering of worm and roller type to minimize kick-back. Steering damper is incorporated. Turns lock to lock: 3.375

WHEELS AND TYRES

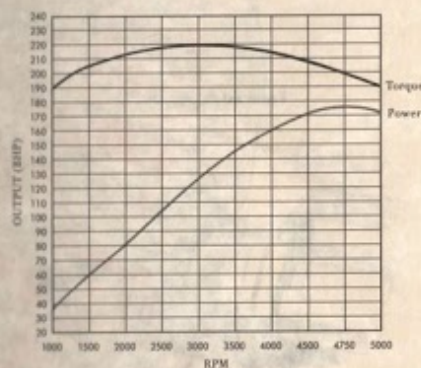
Cast Aluminum Alloy Wheels, size 7 x 16 in., 5 stud. Asymmetrical wheel "hump" design helps keep tyre on rim in event of a blow out. All purpose XM+S 244 radial tyres, 205 R16 size. Identical spare wheel and tyre.



Welded box section chassis



Power and torque



RESPECT FOR NATURE

With the freedom afforded by four-wheel drive comes the responsibility to protect the environment. Keep four wheeling a positive, safe recreational pursuit.

CONSTRUCTION (CHASSIS & BODY)

Electrophoretically treated, 14 gauge steel welded box section chassis. "Ladder" design. Pressed steel inner body cage. Outer body panels, except tailgate area and bonnet, made of lightweight, rustproof aluminum alloy.

COLOURS AND UPHOLSTERY

EXTERIOR COLOUR	CLOTH UPHOLSTERY	OPTIONAL CONNOLLY HIDE
Alaskan Blue Metallic	Highland Grey	Winchester Grey
Colorado Silver Metallic	Highland Grey	Winchester Grey
Savannah Beige Metallic	Brogue Brown	Sorell Brown
Portofino Red	Brogue Brown	Sorell Brown
Chamonix White	Brogue Brown	Sorell Brown
Eastnor Green	Brogue Brown	Sorell Brown

SEATING

Ergonomically designed, eight-way adjustable and reclining front seats. Dual front adjustable arm rests. Rear seats provide room for three passengers. Seat is double folding asymmetrical design with 60/40 split. Centre and two rear side arm rests. (Cloth interior is standard, unless optional Connolly hide is specified.).

TOWING

Strong ladder frame construction with 5 cross members, robust suspension and ride levelling device along with integral Class III towing hitch receiver are ideally suited to trailer towing.

MISCELLANEOUS

12v negative ground system uses a heavy-duty, maintenance-free battery, with an 80 amp alternator. Easily-accessible fuses. Constant energy electronic ignition. Quartz halogen headlamps (60 watt high/50 watt low beam) and auxiliary driving lamps in front air dam. Dual sunvisors with vanity mirrors, passenger assist handle, rear mud flaps, two cigar-lighters and ash trays. Left foot rest pad.

INSTRUMENTATION/CONTROLS

Main binnacle, with adjustable illumination, incorporates a comprehensive array of instruments: speedometer, tachometer, fuel gauge, water temperature gauge, odometer, trip meter, warning lights for low brake fluid, coolant and windscreen wash fluid. Ignition switch-on gives bulb check for the 14 functions covered by warning lights.

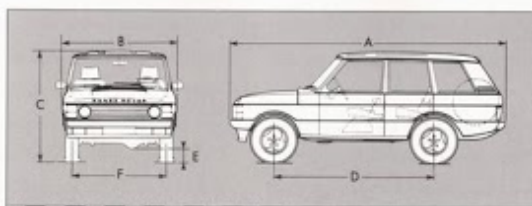
Class III towing hitch receiver



Power washer to front headlamp



Heated front windscreen washer jets



TOWING

Trailers without brakes: Maximum weight

Off-road 1650lb

On-road 1650lb

Trailers with brakes

Off-road 2200lb

On-road (low range) 7700lb

On-road (high range) 5500lb

Tongue weight: 5% to 10% of trailer weight, but not to exceed 550lbs. Consult owner's manual for towing information.

WEIGHTS

	FRONT AXLE LB	REAR AXLE LB	TOTAL LB
Curb Weight	2196	2176	4372
Gross Vehicle Weight	-	-	5997
Maximum axle load	2535	3572	-

Note: Maximum Axle Weights are non-additive. When loading vehicle care must be taken to ensure that neither the individual axle loadings nor the permitted Gross Vehicle Weight are exceeded.

TECHNICAL DATA - DIMENSIONS*

A Overall length	175.0 in
B Overall width	71.4 in
C Overall height	70.8 in
D Wheelbase	100.0 in
E Ground clearance	8.0 in
F Front and rear track	58.5 in
Turning circle	39.4 in
Front hip room	58.3 in
Rear hip room	59.0 in
Front leg room	41.0 in
Rear leg room (minimum)	32.7 in
Front head room	38.4 in
Rear head room	37.3 in
Loading height	29.3 in

Load space:

Seats up	36.2 cu ft
Seats folded	70.6 cu ft
Fuel capacity	20 U.S. gal

* To U.S. Standard SAE J1100



As befits a pre-eminent symbol of automotive freedom, a Range Rover is backed by a long-term, nationwide service commitment. **I**t starts with a 3-Year/36,000 Mile New Vehicle Limited Warranty, and a 6-Year/Unlimited Mileage Corrosion-Perforation Limited Warranty. **T**hese are complemented by each Dealer – who has at least one factory-trained technician on staff, special tools and diagnostic equipment and an inventory of genuine parts. The Dealership can, at any time, call upon one of Range Rover of North America's Field Engineers for assistance – and should special parts be needed, they can be

dispatched overnight. **T**hen there's the Range Rover Road Recovery program. Should it be needed, swift, round the clock service is provided by the outstandingly helpful Amoco Motor Club.

Range Rover drivers have access to a 24-hour toll-free number, providing emergency roadside assistance and towing, from any of Amoco's 6,200 service points. Free for the length of the new vehicle warranty – and optional thereafter – this service gives peace of mind in the remote wild places that are the Range Rover driver's special preserve. **A**ll in all, Range Rover Customer Service has evolved with the same care as the car itself.

 **RANGE ROVER**
ROAD RECOVERY®

All specifications are based on the latest information available at time of printing. Vehicles pictured in this brochure may vary slightly from actual production models. Manufacturer reserves the right to make changes at any time, without prior notice, to price, colours, materials, equipment, specifications and models. Details and specifications are further subject to change due to local conditions and regulations and not all models of Range Rovers are available in every market. Consult your dealer for advice on correct specifications.

® Range Rover Road Recovery is a registered service mark of Range Rover of North America, Inc.

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For your nearest dealer call

1-800 FINE 4WD



RANGE ROVER

Range Rover of North America, Inc., 4390 Parliament Place, PO Box 1503, Lanham, Maryland 20706.

RRNA 89/001

Designed and Produced by Kilvingtons, Kenilworth, England.