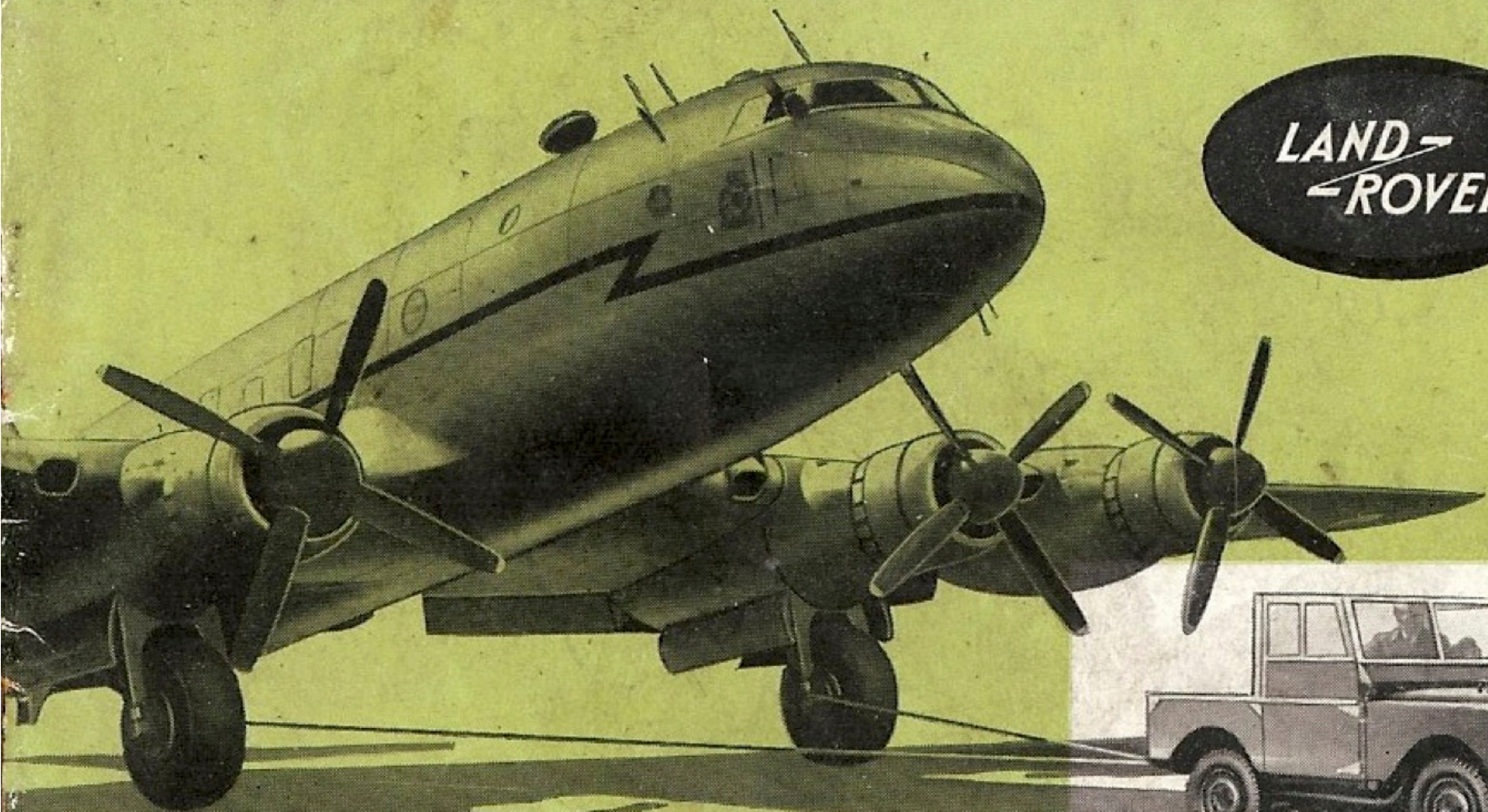




LEADS THE FIELD

LAND-
ROVER

1948 . . .

In 1948, Britain's first
civilian 4-wheel drive
all-purpose vehicle
was announced.



Designed and built by the engineers of the Rover Company, it
was appropriately named the Land-Rover, and as Britain's answer
to a famous American machine it quickly won a great many friends.



Soon, overseas organisations became interested in this chunky "do anything," "go anywhere" vehicle, and up to the present day an average of 75% of all Land-Rovers made have been exported.





In 1948, the Land-Rover was a
new model, cleverly designed
and thoroughly tested but
operationally untried. Today, with
ten years' progressive and
uninterrupted experience to its
credit, it has emerged the
acknowledged leader in its field,
completely and satisfyingly
proved in the rough and tumble
of active service.





LAND-
ROVER

Today, also, it is backed by
an immense service and
parts supply organisation
that keeps its wheels turning
even in the most terrible
territories of the world.

What of the Land-Rover
itself, how has this amazing
machine achieved such
outstanding success ?





Unlike other vehicles of a similar type which were originally produced for military work and later adapted for civilian use, the Land-Rover was designed from the outset for work on the farm and for all journeys and jobs in difficult places. And it has been built by an independent British Company, universally famous for the quality of its engineering.





LAND-
ROVER

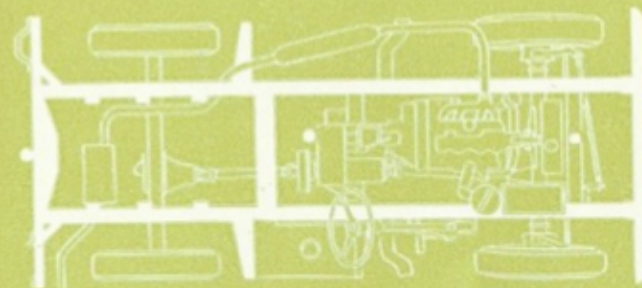
Power can be provided either by a 4-cylinder petrol engine of particularly efficient design, or a 2 litre diesel engine.

Both produce slogging power at low revs. for rough field work and a good turn of speed for easier road travel. Whatever the conditions, Land-Rovers are never baulked for lack of power.





LAND-
ROVER



The almost unbreakable strength
of the Land-Rover is derived from
the fully box-sectioned chassis frame.

That is why this amazing vehicle
can deal with such weighty loads
and heavy tows and withstand
the day-after-day buffeting it

receives when operating over rugged
country. It also provides one of
the reasons why Land-Rovers will outlast any similar machine.





Bodywork is of non-rusting,
corrosion-resisting alloy. Not
only, therefore, can a Land-Rover
operate in water-logged
territory and be left
out-of-doors year in and year out
it can also be used to carry
certain fertilizers, etc.,
without damaging the metal.

The few exposed steel portions
on the body are heavily galvanised for protection.





1958

Now, on the 10th anniversary of the Land-Rover's inception the improved and sleeker Series II models are announced.

Produced by engineers with 10 years unequalled experience

behind them, they represent the highest value and greatest lasting quality in 4-wheel drive vehicles. At the time

of going to press there are three basic Land-Rovers available : The Regular, the Long, and the Long

Station Wagon. Other Series II models are on the way.

still leading the field



**Regular
Land-Rover**





Long Land-Rover

As always, a comprehensive range of optional extras is available for these vehicles. For instance, the Regular, which is normally provided with a canvas hood, can also have a detachable hard-top or a truck-type cab, while the Long Land-Rover may be supplied with a body hood, an all-over body and cab hood or a hard-top. And there are a host of other extras available, including rear and centre power take-off equipment and a front-mounted winch.





Long Station Wagon



Because of the Land-Rover many "impossible" jobs
have now become commonplace, many "inaccessible
places have been opened up and many backward
territories given a new chance of survival. There
is still no substitute for the amazing Land-Rover—
"the world's most versatile vehicle."



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