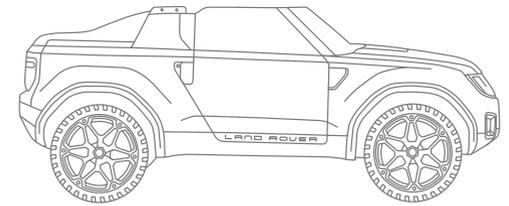
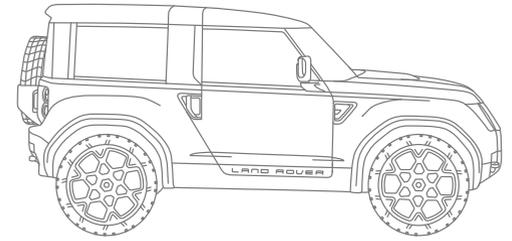


FRANKFURT MOTOR SHOW MEDIA INFORMATION



LAND ROVER

DC100 & DC100 SPORT





LAND ROVER UNVEILS TWO NEW DEFENDER CONCEPTS AT THE FRANKFURT MOTOR SHOW

DC100 & DC100 SPORT

For more than six decades, Land Rover has been designing and building 4x4s that define capability, versatility and usability. Like no other vehicle, Defender inspires affection and loyalty the world over. It is the original reconfigurable vehicle, enabling people to go beyond, whether they are explorers, ecologists, UN aid workers or Red Cross medics.

From just two core platforms, Defenders have, over the years, been put to every task and reconfigured in every way, from fire engines to tracked

exploration vehicles. The only limit to a Defender's ability is the imagination of its owners, one of the many reasons that an estimated three-quarters of the nearly two million built are still in regular use.

In 2011 the next chapter in the Defender story will unfold at the Frankfurt Motor Show. The two DC100 concepts unveiled there will build on the essential elements of Defender's character and allow Land Rover to open the debate and inspire people to dream about the Defenders of the future.



The entire Land Rover team is excited about the opportunity, and the responsibility, of creating the replacement for the iconic Land Rover Defender.

Loved the world over for its simple, honest and distinctive design, we are determined that the new Defender will be true to its heritage while meeting the requirements of a changing global market.

We plan to engage with existing and potential customers to help us finalise the details of the new vehicle. One thing's for sure, it's going to be an exciting journey and we can't wait to get going.



JOHN EDWARDS, GLOBAL BRAND DIRECTOR, LAND ROVER



AT-A-GLANCE

- Two new concepts from Land Rover investigate the potential future design direction of the iconic Defender.
- The concepts capture the flexibility, adaptability and configurability that have always been key attributes of Land Rover and continue into today's Defender.
- DC100 demonstrates the future of Land Rover capability and versatility.
- DC100 Sport is an active expression of freedom and leisure.
- Both concepts are based on the same lightweight, mixed-alloy platform.
- Three-abreast 'social seating' inspired by the very first Land Rovers.
- Cutting-edge, sustainable, hi-tech materials taken from aerospace industries.
- Land Rover confirms its intention to launch a new Defender in 2015.

BUILD YOUR OWN DC100



Today's App Generation has greater demands of the products it uses. And what separates products that are loved from those that are merely liked is flexibility; how the product adapts to their lifestyles rather than the other way round.

Land Rover, of course, has known this for many years; the variations on the Defender theme are almost as numerous as the uses to which they are put.

The Land Rover DC100 concepts build on this essential element of Defender's character and reinterpret it for the 21st century.

This philosophy of modularity envisages the way in which future owners will adapt their Land Rovers by choosing from a huge variety of 'bolt-ons' to create a bespoke vehicle uniquely suited to their needs.



LAND ROVER DC100 & DC100 SPORT



Many of the DC100's features such as Terrain-i-scanning and Wade Aid reinforce Land Rover's reputation for functional, all-terrain vehicles





Surfer spec



LEISURE KEY



SURF NAV



WATERPROOF INTERIOR



CHILL COOLER



MERIDIAN SPEAKERS

THE LAND ROVER DC100 SPORT IS A UNIQUE CONCEPT THAT OCCUPIES ITS OWN TERRITORY. IT TAKES ITS CUE FROM EARLY DEFENDERS WITH FOLD-DOWN WINDSCREENS THAT TYPIFIED THE LAND ROVER SPIRIT OF ADVENTURE AND EXPLORATION.

LAND ROVER DC100 & DC100 SPORT



Adventurer spec



WADE AID



SAFARI AID



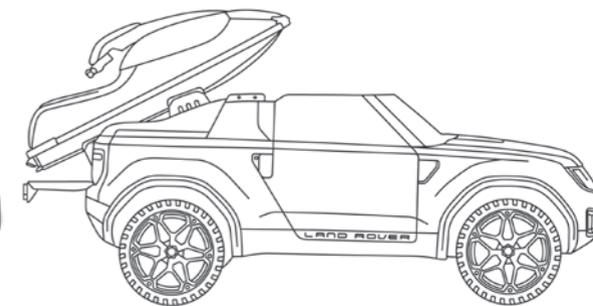
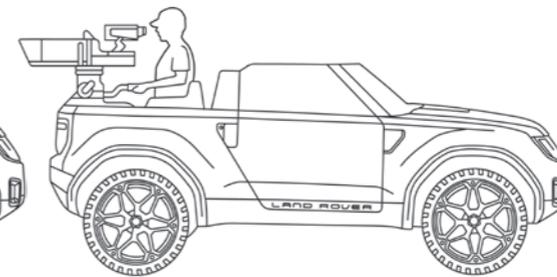
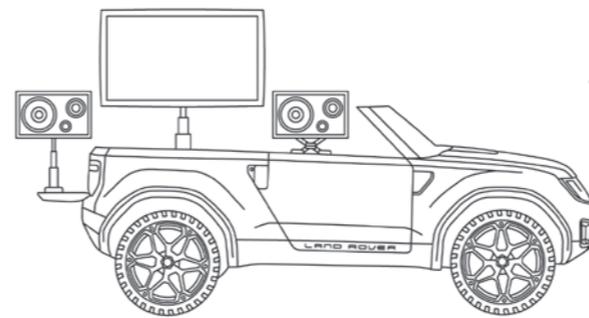
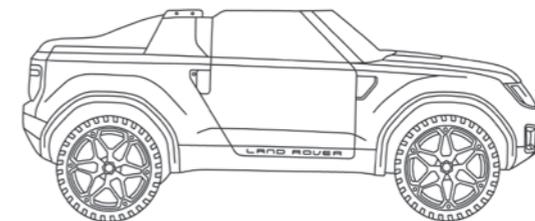
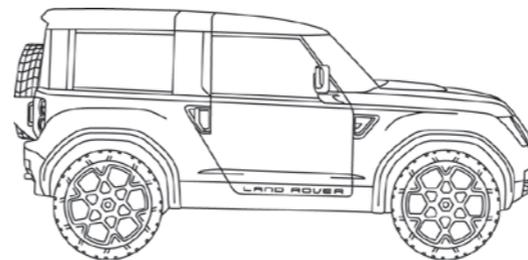
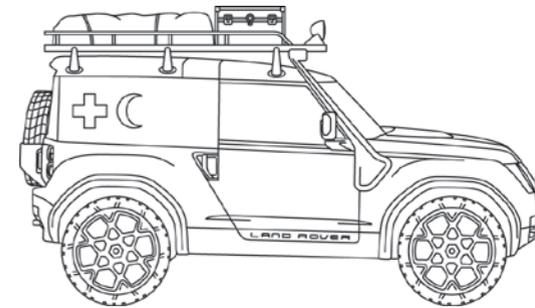
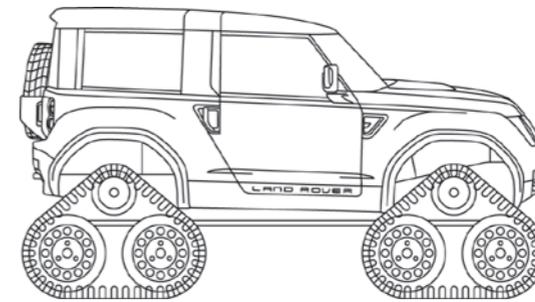
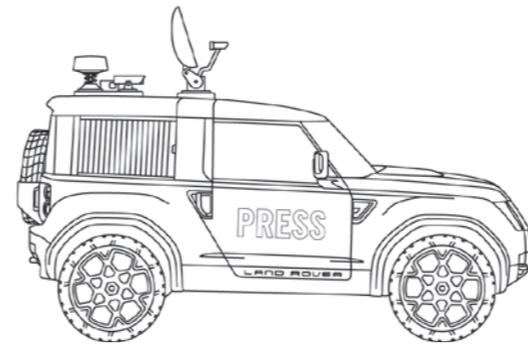
POWER TAKE-OFF



CREATIVE POD (VISUAL)

THE SHAPE OF THE LAND ROVER DC100 IS INSTANTLY RECOGNISABLE TO GENERATIONS OF ADVENTURERS. LIKE EVERY TRUE LAND ROVER IT LOOKS EQUALLY AT HOME ALONGSIDE AN ENGLISH VILLAGE GREEN AS TRAVERSING AN ICELANDIC LAVA FIELD.





LAND ROVER DC100 CONCEPTS

MEDIA INFORMATION

DC100 & DC100 SPORT

AT-A-GLANCE

- Two new concepts from Land Rover investigate the potential future design direction of the iconic Defender.
- The concepts capture the flexibility, adaptability and configurability that have always been key attributes of Land Rover and continue in today's Defender.
- DC100 demonstrates the future of Land Rover capability and versatility.
- DC100 Sport is an active expression of freedom and leisure.
- Both concepts are based on the same lightweight, mixed-alloy platform.
- Three-abreast 'social seating' is inspired by the very first Land Rovers.
- Cutting-edge, sustainable, hi-tech materials taken from aerospace industries.
- The Terrain-i scanning device warns the driver of obstacles when off-roading and can suggest alternative routes.
- Wade Aid uses sonar technology to assess water depth and advise the driver of optimum speed.
- Intelligent, next-generation, Land Rover Terrain Response® automatically optimises the car for any environment.
- Driver-activated spiked tyre system can be deployed at the touch of a button.
- Permanent four-wheel drive with an eight-speed transmission, Intelligent Stop/Start and a transfer case.
- Driveline Disconnect physically decouples the rear axle to save fuel when all-wheel drive is not required.
- 2.0-litre, four-cylinder petrol and diesel engines with hybrid and plug-in capabilities.
- Radio Frequency Identification (RFID) Leisure key is a waterproof, lightweight alternative to the control fob.
- 'Always-on' connectivity and telematics allow for car-to-smartphone, car-to-car and car-to-base communication.
- Built-in induction charging stations are found throughout both concepts.
- Land Rover confirms its intention to launch a new Defender in 2015.

TWO MODERN interpretations of the iconic Land Rover make their debut at the 2011 Frankfurt Motor Show. Both concepts capture the adventurous, daring, indomitable spirit of Land Rover. This spirit was established in 1948 by the Series 1, the first mass-produced civilian 4x4, which swiftly earned a global reputation for itself, for British engineering and for the Land Rover name.

Future Design Direction

The DC100 and DC100 Sport concepts preview a potential future direction for Land Rover. There is no doubt these concepts demonstrate that this world-famous and well-loved brand is firmly focused on the future, and is one that recognises its heritage but does not allow it to impede innovation.

The four key elements of Land Rover Design are again evident, but with a different tonality:

Functionality – a fresh approach demonstrated through the harmony of design and capability, as well as modularity and clever features such as flexible seating and novel stowage solutions.

Sustainability – with the use of lightweight and recycled materials and also a long-life ethos that ensures engineering as well as design longevity.

Premium Durability – achieved through attention to detail, 'fit for purpose' design solutions, material choices and engineering integrity.

Desirability – born out of the knowledge that these vehicles will deliver an ownership experience beyond all your expectations.

Every Land Rover design starts with great proportions, and these concepts are no exception. Short front and rear overhangs, four-square stance, Command driving position and superb ground clearance are fundamental design elements that give these vehicles their unique character and capability. The exterior surface language is all about simplicity and strength, with a strong shoulder running the full length of the vehicle and defining the corners.

INTRODUCTION

The interiors have been developed to have a uniquely Land Rover feel. A sense of open space is created by the low centre console and the strong chamfers on the instrument panel elegantly integrating into the A-pillar structure. The design has an inherent flexibility; for example the central instruments can be removed from the vehicle and used outside for continued 'on foot' navigation or to capture remote explorations on film, through inbuilt cameras.

All these features are common to both DC100 and DC100 Sport. The former is the epitome of tough durability whilst the latter takes this philosophy and extends it into new territory. This exciting combination of go anywhere capability and adaptability results in concepts fit for all lifestyle choices.

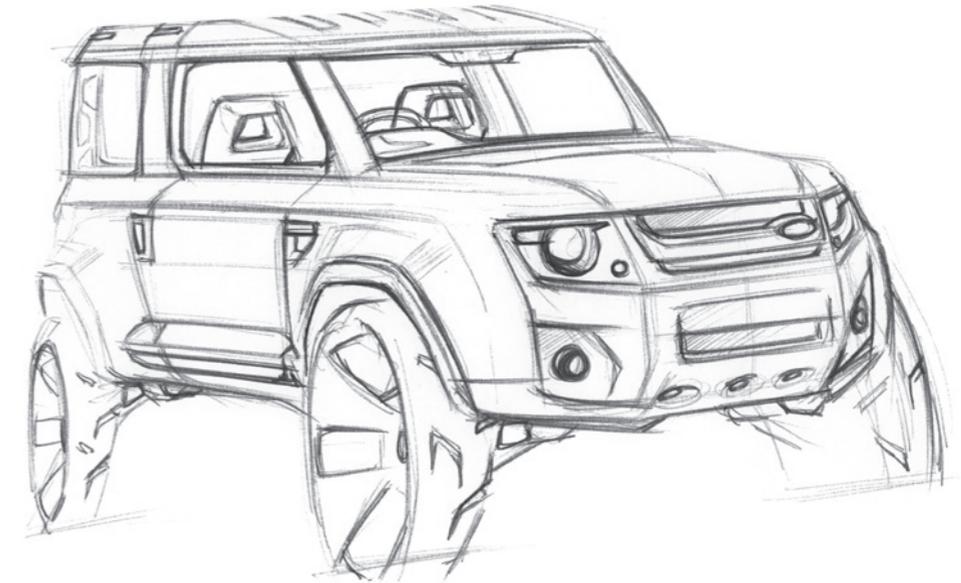
Replacing a true automotive icon, these two concepts are intended to explore the potential future design language that takes the open and honest character and timeless simplicity of the original and updates them for the 21st Century.

Technology

The concepts are based on the same advanced, mixed-alloy underpinnings – with a 100-inch wheelbase – and represent the flexibility of design and use inherent in this very capable platform. An eight-speed transmission with integrated Intelligent Start/Stop and a transfer case provides a wide spread of high and low ratios for on and off-road driving.

Also showcased is the next generation of Land Rover's world-leading, all-terrain technology. Building on the acclaimed Terrain Response® system, these will work seamlessly together to reduce the workload on the driver by identifying potential hazards and advising on safe routes to avoid them. An advanced telematics programme unites the systems and allows vehicle to smartphone communication.

DESIGN



Land Rover has a design integrity that stretches back more than 60 years. Reinventing and reinvigorating that design ethos is a challenge that has been met – in very different ways – by the two concepts, each of which represents different points on the Land Rover spectrum.

Simplicity and Strength

The bodywork below the waist reflects the Land Rover practice of avoiding extraneous detailing by following the principle of design working in harmony with function, leading

to a purposeful simplicity of surface. The sharply defined shoulder line and near vertical panels of the concepts place all four corners within sight of the driver, to create Land Rover's hallmark, confidence-inspiring Command driving position.

Compact dimensions, short overhangs and 22-inch alloy wheels lend both all-terrain concepts a fittingly purposeful, four-square stance. Further detailing common to both concepts – such as the triangular vent in the front wings, the bonnet edges set into the shoulder line and

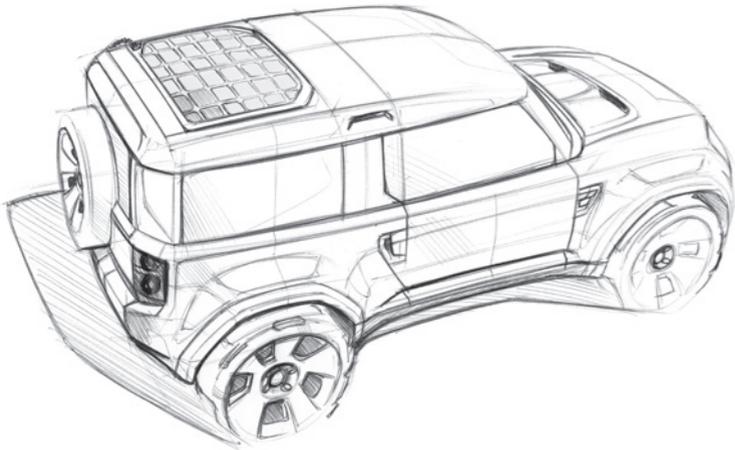
the prominent handles in the trailing edge of the doors – also reference existing Land Rovers.

Dependable Design

There is arguably no other car in the world that inspires such loyalty and affection as a Land Rover, from the original Series 1 to today's Defender. Crucial to that appeal is the instantly recognisable front-end design and DC100 and DC100 Sport represent the latest evolution of a 'face' that has retained its timeless appeal for 60 years.

“These could not be designs from any other company. Defender became a global icon because of the integrity of both its design and engineering. In creating these concepts we took the functional design cues from the past and reinterpreted them for the 21st century. These studies represent our thoughts on how we will forge an entirely new generation of Defender models which will prove that design can work in harmony with function.”

GERRY McGOVERN, DESIGN DIRECTOR, LAND ROVER



The key elements were a sense of openness and honesty; as a vehicle used in the most extreme conditions, a Land Rover must exude dependability. This is seen to greatest effect in DC100 with its signature twin round headlamps and purposeful grille. DC100 Sport represents a more assertive, performance-oriented interpretation of this classic Land Rover look.

DC100

The radically different design treatments above the waist demonstrate the modularity and flexibility of the platform. The shape of DC100 is instantly

recognisable to generations and, like the original Land Rover and the Defender that followed it, looks equally at home alongside an English village green as traversing an Icelandic lava field.

As a dependable, all-terrain workhorse, DC100 firmly emphasises the practical side of Land Rover. The upright windscreen provides excellent visibility on and off-road while the interchangeable rear cover allows for either maximum cargo capacity or transporting additional passengers.

A powerful winch, capable of supporting the weight of the car, is neatly integrated into the front grille and towing eyes have

been built into each corner of the concept.

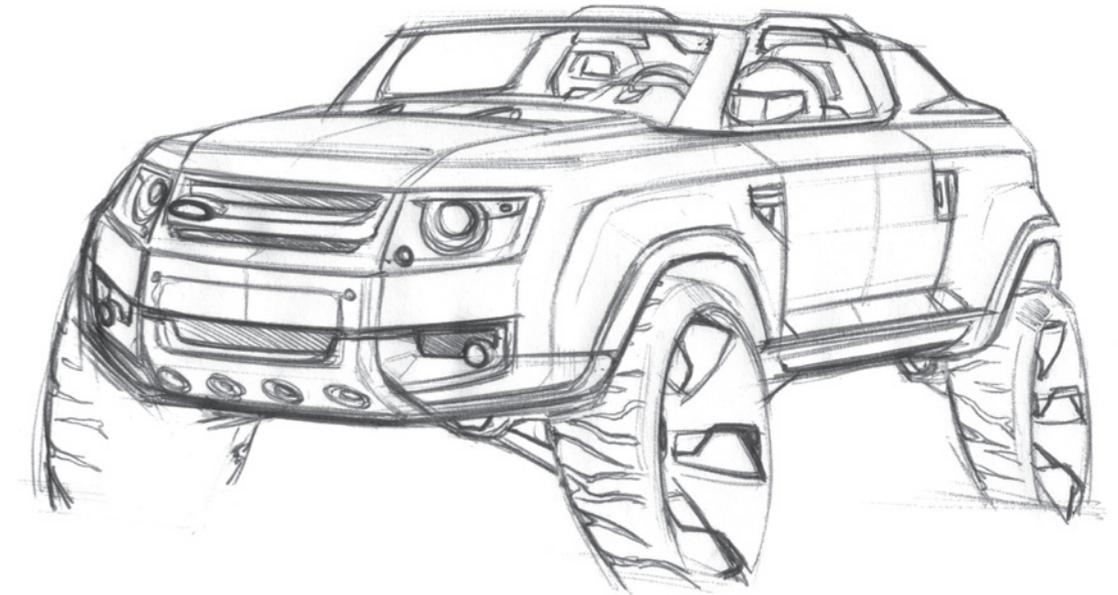
As a further extension of its capabilities, the DC100 roof is equipped with solar panels to power on-board systems, reducing the load on the engine and lowering emissions. The DC100 exterior is painted in soft metallic silver specifically intended to reflect the sun's rays, keeping the interior cool in hot climates and reducing the demands on the climate-control system.

DC100 Sport

With DC100 Sport, Land Rover has created a unique concept that occupies its own territory. It takes its cue from the early canvas-roofed Defenders with their fold-down windscreens that still typify the Land Rover spirit of adventure and exploration.

Reimagined as a performance concept for the 21st century, it features a wrap-around aero screen and cut-down side windows for exhilarating open-air motoring. Flowing back from the seats is a twin-humped fastback roofline that encloses a generous load bed which incorporates fittings specifically designed to secure extreme sports equipment.

The DC100 Sport is finished in a metallic amber that echoes the vibrant ochre hues found in Africa; eye-catching whether exploring mountain tracks, breezing along a beach or cruising through town.



INTERIOR

Functionality and usability are two key characteristics of Land Rover interiors – the position and logic of every control should be obvious the moment the driver enters. The concepts take this premise and address it in a truly contemporary way.

The form and function of the concepts are visually integrated in the interior layout; the door structure flows into the cabin before forming an elegant beam running the width of the dash. This means that the concepts can recreate the original Series 1 three-abreast seating layout.

Social Seating

This seating arrangement, as well as creating a more social vehicle, extends its versatility. The passenger seat can be folded out of the way to increase carrying capacity. The middle seat conceals a large secure storage area while in front of it is a machined aluminium tray which contains induction charging technology to power electronic devices.

This innovative layout is particularly space-efficient, allowing for integrated storage areas both above and below the central beam and for the gearlever to

be mounted on the centre console. This reduces the time the driver's hand is away from the wheel while changing gear, increasing control during off-road or high-speed driving.

Multi-functional Removable Touchscreen

Like the original Land Rovers, the DC100 concepts have a central instrument binnacle mounted above the gear lever. Combining the informatics functions of an instrument panel with an intuitive touchscreen interface, the unit is backed by powerful telematics technology that co-ordinates the ground-breaking technologies to be found in these concepts.

All of the concepts' functions can be controlled via this interface, using a combination of swipe and press gestures on the touchscreen. The steering wheel includes four shortcut keys that reconfigure the touchscreen to control functions such as navigation, audio and climate.

The control unit is removable from the concepts to extend its functionality. Finished in shock and water-resistant silicon and equipped with its own power

**Infomatics and
 touchscreen
 technology
 combine in the
 instrument
 display**



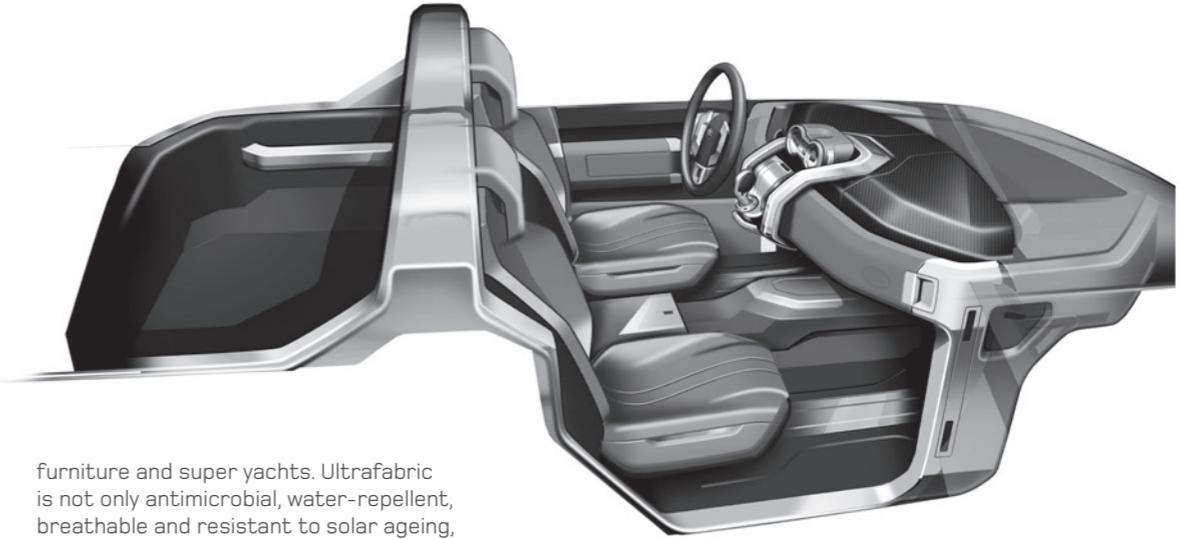
source, camera and satellite connectivity, this allows it to be used as a portable navigation tool with an internal hard drive that can record waypoints, HD video footage and stills images.

Sustainable Materials

The cabins of both concepts have been finished with materials that share certain rugged, durable qualities. All these have been chosen for their sustainability both in terms of composition and manufacture, such as seat foam derived from castor oil – a first for a European manufacturer – and semi-structural panels and sound insulating boards made from flax and natural polymers.

Premium Performance

Taking its cue from technical sportswear, DC100 uses the latest generation of performance materials to create an interior of premium quality that is adaptable and hardwearing. The beam running the width of the cabin, door panels and seat bolsters are trimmed in Obsidian Grey and Carbon Black Ultrafabric, a technical cloth found on designer



furniture and super yachts. Ultrafabric is not only antimicrobial, water-repellent, breathable and resistant to solar ageing, it is also PVC-free, low in volatile organic compounds and lightweight, making it a very sustainable product.

Complementing this is Superfabric, an almost indestructible textile with a premium feel. Normally found in protective clothing for extreme environments – including spacesuits – DC100 uses it on the seat cushions and to line the footwells and rear load space. The base fabric is 100 per cent recycled and the printed plate is

**DC100's cabin
 epitomises
 premium
 quality and
 functionality**

TECHNOLOGY & CAPABILITY

made of eco-friendly non-toxic materials. Aluminium also features extensively and as a trim material – such as the drains in the fully washable rear load bed – it is made of 100 per cent recycled metal.

Traditional Toughness

DC100 Sport achieves the same singularity of purpose with a mixture of ultra-modern and traditional materials. The seats are trimmed in the original protective material; leather, with a lightweight, breathable mesh insert in a bold Tribal Tech pattern.

The hide, itself a by-product, is sourced from Bridge of Weir, a Scottish company with impeccable environmental credentials that make it 97 per cent self-sufficient. The hide is covered with a 3D-textured mesh that alternately reveals and hides the Tribal Tech pattern.

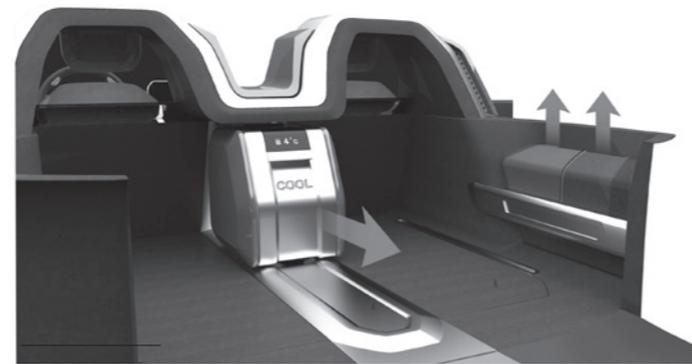
The Tribal pattern is repeated on the floor of DC100 Sport where floor mats are made of Ombrae, a sculptural medium used in art installations and modern architecture. This dynamic 3D material changes its appearance through the use of light and shadow, depending on the angle from which it is viewed. The same pattern is also echoed in the hand-cut Pirelli tyres.

Adaptable Interior

The outward modularity of the concepts is repeated in the interior where the door canisters can be configured according to requirements with options ranging from portable barbecue sets to emergency first-aid kits.

This inclusion of technology extends to the rear of the two concepts with cutting-edge features in the fully configurable load spaces. Down the centre of each is an aluminium inductive charging strip which in the DC100 Sport is used to either chill or heat a removable compartment – perfect for picnics on the beach or hot drinks on the slopes – while the remaining space has been designed to accommodate three kite surf boards.

In DC100 the inductive strip can be used to charge a range of power tools on the move, with supplementary equipment carried in flanking canisters. A further charging area to one side is used in DC100 Sport for charging a bespoke removable speaker system from audio specialists Meridian which wirelessly streams music from concept to cabana. In DC100 this feature can be used to charge communication equipment or laptops.



Induction charging technology included in the load areas

The DC100 concepts showcase the next generation of technologies that will extend Land Rover's unmatched reputation for legendary all-terrain prowess and 365 day-a-year usability.

21st Century Capabilities

As with any Land Rover, both DC100 designs have towing and load-carrying capabilities that exceed expectations but use two different and well-proven Land Rover suspension systems specifically tailored to their distinct performance parameters.

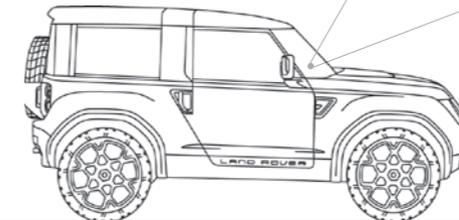
DC100 uses a development of the existing air suspension system that allows ride height to be altered by up to 320mm for extreme approach and departure angles, axle articulation and ground clearance. The DC100 Sport's performance remit sees it use the third-generation MagneRide adjustable suspension for sports car like on-road handling while losing little in all-terrain ability.



Auto Terrain Response®
Powerful new off-road tools will extend the capabilities of the much-praised Land Rover Terrain Response® programme to allow it to automatically

optimise the concepts for any environment without driver pre-selection. The system combines data from sensors that assess suspension travel, steering angle, wheel slip and braking and acceleration inputs to allow the vehicle to react by continuously and unobtrusively altering spring, damper, gearing and power delivery parameters.

Terrain Response® on the DC100 concepts also features High-Definition cameras mounted on the front to analyse the visual spectrum of the ground ahead. This is then compared to images stored within a predictive neural network and allows the system to visually determine, for example, the difference between sand, grass, mud, gravel, snow and asphalt. Terrain Response® can then actively alter the off-road performance parameters.



Terrain Response® scans the route ahead to optimise the car's settings



Intelligent Terrain Mapping

Acting as an early-warning system is the state-of-the-art Terrain-i mapper that creates a virtual 3D visualisation of the ground ahead and displays it on the central touchscreen. Similar to systems used by fighter pilots, Terrain-i uses a headlamp-mounted scanner that runs complex algorithms to assess the route ahead and warn the driver of obstacles potentially too large to be safely negotiated.

The Terrain-i system will then suggest alternatives, displaying the safe route on the central screen. Cameras mounted on each corner of the concepts, giving the driver a 360-degree field of vision of the immediate vehicle environs, supplement the system.

Terrain-i also plays a vital support role to the driver in crowded urban environments where the intelligent 3D

scanner can identify pedestrians and other hazards with far greater accuracy than current systems. This can initially warn the driver and, if avoiding action is not taken, safely stop the vehicle.



Wade Aid

Land Rover has developed a sonar-based system for assessing water depth that allows the driver to make informed decisions as to whether to proceed into flooded areas.

The system utilises sensors mounted in the bumpers and wing mirrors. These are able to measure depth and by working in conjunction with inclinometers recognise whether the level is increasing or decreasing. All this information is displayed in an intuitive graphic on the central touchscreen.

The system will also automatically optimise the concept for a water crossing

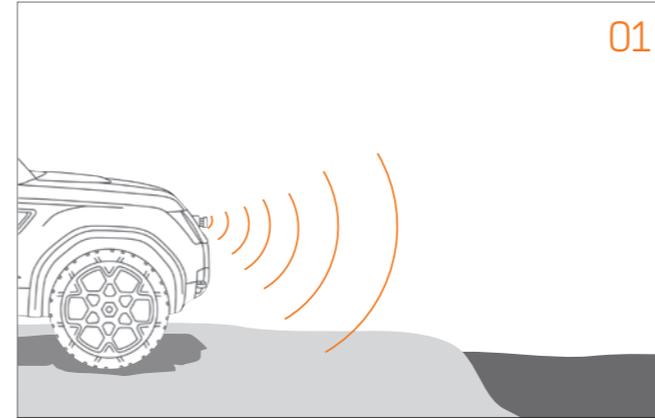
by raising the ride height, closing body vents, selecting a lower gear to maintain engine revs and advising on the optimum speed for the depth of water, allowing a maximum wading depth of 750mm.



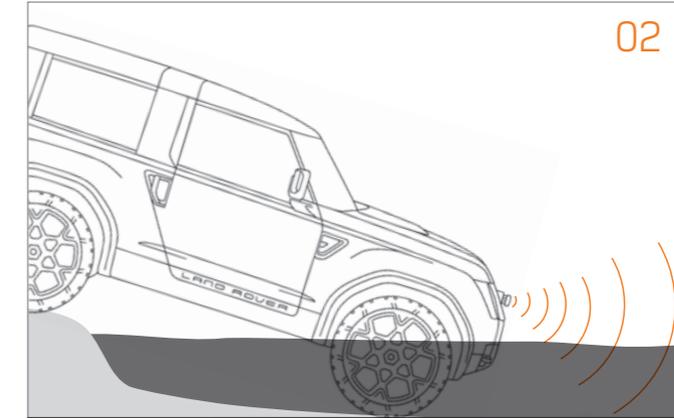
On-Demand Spiked Tyres

Further allowing the concepts to adjust to changing conditions is a driver-deployable spiked tyre system. This is operated by an electro-mechanical system mounted within the tyre on the inside of the wheel;

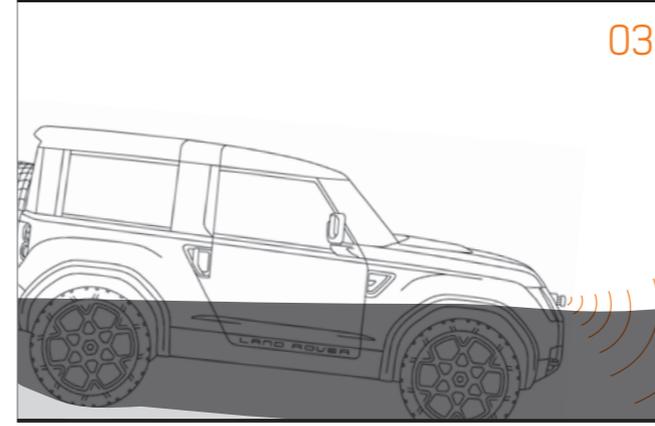
activation of the technology causes air to inflate a secondary chamber, filling pods moulded into the tread of the tyre which contain the spikes. The spikes rise just above the tread surface and fix into place for driving on packed snow and ice. When conditions have eased, the spikes can be retracted, obviating the need to carry two sets of tyres or snow chains.



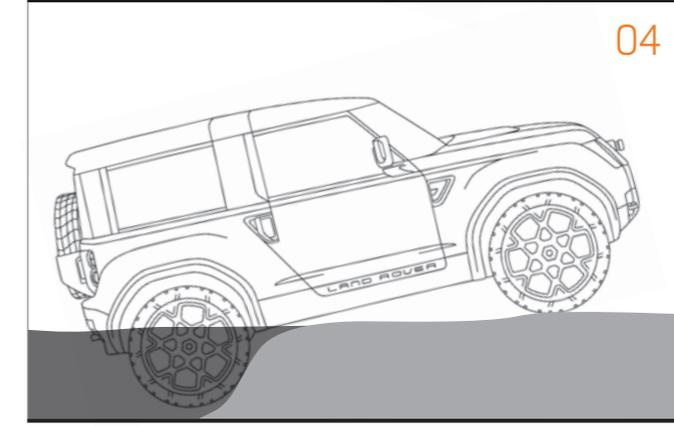
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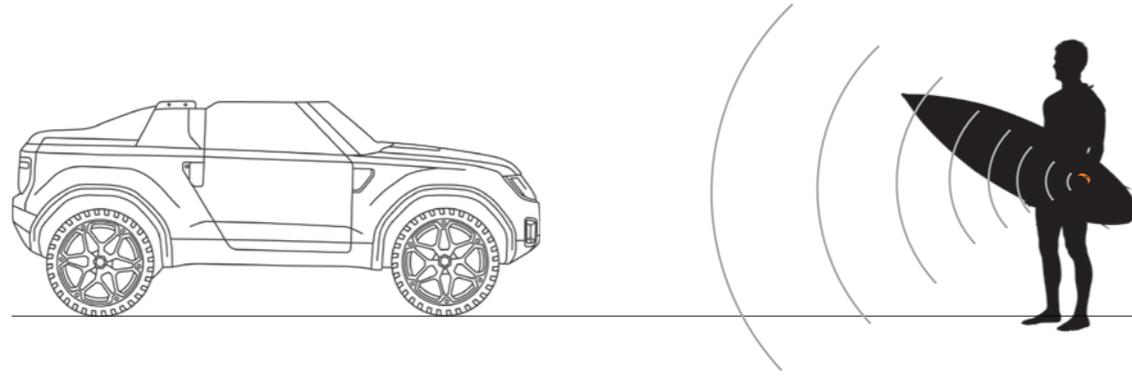
01 Wade Aid detects water depth using sonar in grille badge sensor.

02 Depth of water is displayed in cabin.

03 DC100 can submerge as deep as 750mm.

04 Crossing safely completed!

 The leisure key
 uses state-
 of-the-art
 secure RFID
 technology



Telematics

Underpinning these systems is a powerful telematics programme that seamlessly integrates many of the vehicle functions and presents information to the driver in the clearest, most straightforward manner.

In addition to this, the telematic programme allows communication between the concepts and a smartphone or laptop, letting the owner check everything from the tyre pressures to the cabin temperature and, for example, operate the climate control remotely.

In addition, the telematics system can store data from every one of the car's journeys and download them for comparison. So, for instance, information from the Wade Aid system could chart changes in water depth or data from the traction control could be used to assess the rate of terrain erosion.

The system also has full on-the-move

connectivity via 3G and satellite and can deliver not just traffic alerts but also weather warnings in remote areas.



Leisure Key

Land Rover prides itself on offering solutions to everyday as well as extraordinary situations. Land Rover has adopted Radio Frequency Identification (RFID) technology to increase the accessibility, usability and security of the concepts.

The concepts come with a set of RFID chips built into impact and water resistant items such as wristbands and watches. These allow the main key fob to be left safely in a slot in the glovebox, which deactivates it and transfers its lock and unlock functions to the rugged RFID chip. Once the system is armed and the car secured, only that specific RFID smart tag will allow it to be unlocked and reactivate the key fob.

Future developments of the system will allow each family member to have their own smart tag, which would save their personal audio, climate, communication and seating settings. This would also allow parents to restrict vehicle power and speed when their children used it. Third-generation smart tags could also include biometric data that would use facial systems to increase security.



Park Assist

Extending the DC100 Sport's capabilities in the urban environment is a Park Assist system, which parallel parks the concept with minimal input from the driver. Sensors scan the side of the road to select a suitably sized space. If the driver confirms the selection, the DC100 Sport can then reverse into the space, performing all the steering functions automatically while the driver retains control over the brakes and accelerator.

DRIVETRAIN

Land Rover is actively researching the next generation of powertrains appropriate to the extreme uses and environmental challenges to which its cars are put. In association with research centres, suppliers and universities, the company is looking at a wide range of technologies and strategies to reduce fuel consumption and CO₂ emissions.

Intelligent Stop/Start

The eight-speed ZF automatic transmission, with Intelligent Stop/Start fitted to the two concepts represents the first stage in Land Rover's programme to introduce suitable, sustainable technology.

Designed with future hybridisation in mind, the DC100 gearbox utilises the Twin Solenoid Starter system that offers considerable benefits over more conventional Stop/Start technologies, such as the ability to restart the engine during its rundown phase. The addition of a transfer case for a wide spread of ratios and wheel-mounted paddles for manual

selection allow for greater control both on and off-road.

Appropriate Powertrains

Both concepts are powered by variations of a 2.0-litre four-cylinder engine. The go-anywhere DC100 is diesel-powered for maximum torque while the more performance-biased DC100 Sport is petrol-powered for a sportier drive. Both engines are capable of being configured as parallel or plug-in hybrids, as appropriate to their role.

Torque Vectoring

A new electronic torque vectoring system greatly extends the stability, traction and handling of the DC100 concepts on any surface. As opposed to purely mechanical differentials, those designed for torque vectoring use electronic control systems to channel specific amounts of power to each individual wheel.

In on-road driving situations this allows for both a sportier and safer drive, with

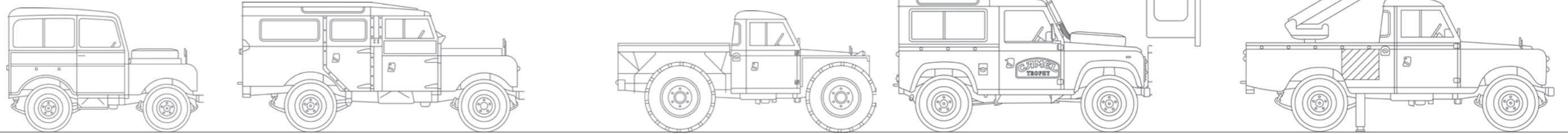
the torque vectoring acting to further enhance vehicle performance by working in conjunction with stability programmes.

During off-road driving, torque vectoring confers even greater benefits, being able to infinitely and instantaneously send torque to whichever combination of the four wheels has the most grip to maintain balance and traction.

Driveline Disconnect

Driveline Disconnect reduces friction losses by sending drive to the front axle only unless conditions dictate that all-wheel drive is required. Unlike conventional switchable four-wheel drive, which reroutes engine power electronically, the Land Rover system physically decouples the rear propshaft from the centre differential for greater efficiency benefits, with potential fuel savings of up to 7 per cent. The system can recouple and send drive to the rear wheels as swiftly as an electronic programme when it detects a loss of grip or traction.

THE WORLD'S MOST VERSATILE VEHICLE...



Reputations are earned rather than engineered and the Land Rover Defender's has been more than 60 years in the making. The two millionth Land Rover is projected to come off the production line in late 2012 and of all the vehicles ever produced, an estimated three-quarters are still in regular use.

This would perhaps come as something of a surprise to its originators who believed they were creating a stopgap vehicle to earn Britain some desperately needed export revenue in the years immediately following the Second World War.

The best ideas are often born equally of necessity and the passion and vision of one determined individual. In the Defender's case that individual was Maurice Wilks, Chief Engineer of the Rover Car Company – his brother Spencer was Managing Director – and the necessity was personal.

Wilks owned a farm on Anglesey and used an army surplus Willys Jeep as his

all-terrain workhorse. However the Jeep was coming to the end of its useful life and Wilks realised that as there was simply nothing available to fill its role, he would have to design it himself, declaring that if he wasn't up to the task, he should be in a different job.

The first design was sketched out in the sand of an Anglesey beach. Rover quickly realised that this go-anywhere vehicle could be the export model it so desperately needed and a prototype was built by the summer of 1947. This 'Centre Steer' model placed the driver in the middle of the car with a passenger seat either side but a more conventional layout was ultimately adopted for production.

With steel rationed, a very simple welded steel box-section ladder chassis was created and bodied in Birmabright aluminium, the only metal in plentiful supply after the wartime aircraft production ceased. The first cars were



even painted with Sage Green paint normally used on fighter cockpits. Powered by a 1.6-litre four-cylinder petrol engine with four-wheel drive provided by a freewheel device, a transfer box to multiply the engine's torque for serious mud-plugging and even a power take-off to drive agricultural machinery, the original Land Rover was launched at the 1948 Amsterdam Motor Show, billed as "The World's Most Versatile Vehicle".

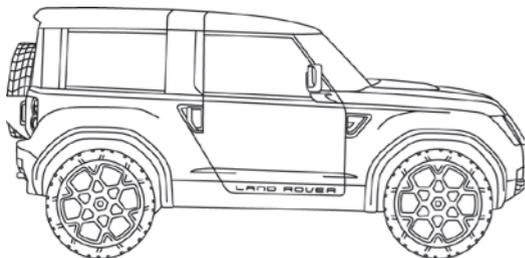
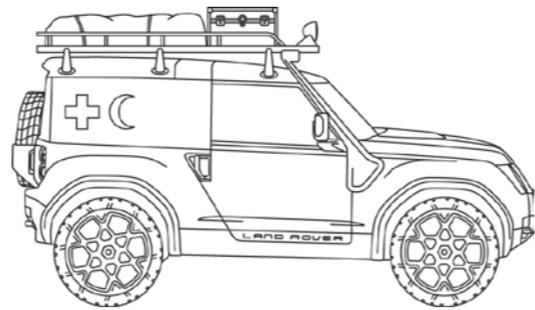
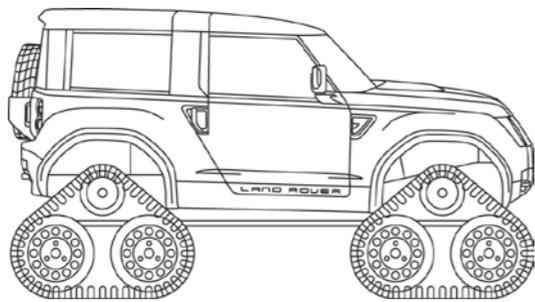
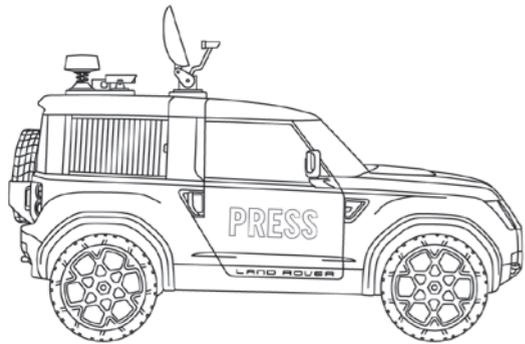
Little did Rover know just how true that slogan was, with sales in its first year more than 50 per cent higher than projected. By 1951, the Land Rover was outselling its parent company's models by a factor of two to one. Over the years Land Rovers have been adapted to virtually every purpose from fire engines and ambulances to tracked exploration vehicles, mobile cinema screens and even a hovercraft.

The rest is not history but heritage, Land Rover style.

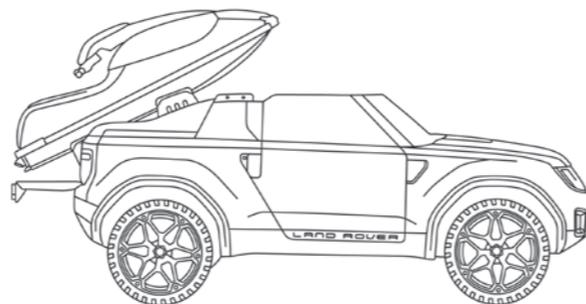
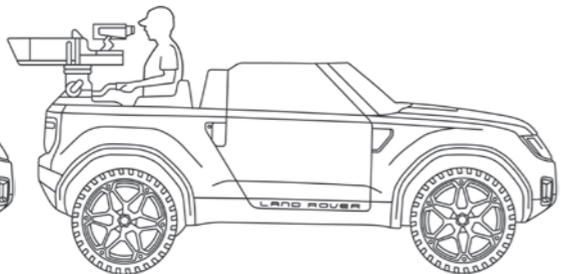
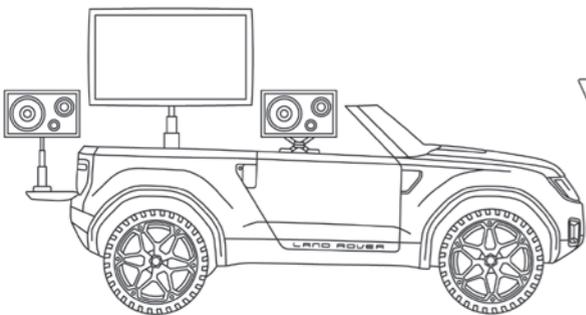
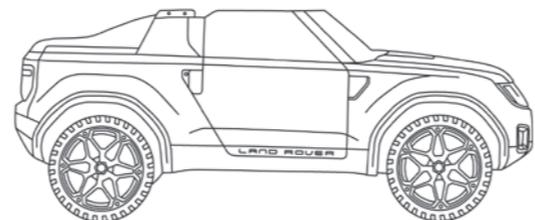
TECHNICAL SPECIFICATIONS

	DC100	DC100 SPORT
DIMENSIONS		
Length (mm)	4472	4135
Width (mm)	1967	
Height (mm)	1833	1560
Wheelbase (mm)	2547	
Approach angle (degrees)	29.3	32.6
Departure angle (degrees)	38	
Wheels	Max. 22-inch 9.5J with 285/45 R22 tyres	
Seats	Three plus Three	Three
ENGINE	2.0-litre four-cylinder diesel with hybrid compatibility	2.0-litre four-cylinder petrol with hybrid compatibility
TRANSMISSION	Eight-speed automatic with Intelligent Stop/Start and transfer case	
DRIVETRAIN	Intelligent four-wheel drive with torque vectoring and Driveline Disconnect	
TERRAIN RESPONSE®	Automatic vehicle optimisation using high-definition cameras and predictive neural network	
TERRAIN-I	3D terrain scanning early warning system	
WADE AID	Sonar and inclinometer based warning system	
SECURITY	Radio Field Identification tags	





MEDIA.DC100.CO.UK





Extreme sports spec



WEATHER CONFIGURATOR



WHEEL TRIM PROTECTORS



ON-DEMAND SPIKED TYRES



REMOVABLE SOUND SYSTEM

THE LAND ROVER DC100 SPORT USES THIRD-GENERATION MAGNERIDE ADJUSTABLE SUSPENSION FOR SPORTS CAR-LIKE ON-ROAD HANDLING WHILE LOSING LITTLE IN ALL-TERRAIN ABILITY.

LAND ROVER DC100 & DC100 SPORT



Induction charging areas, reconfigurable door canisters, multi-function touchscreens and three-abreast social seating make the DC100 interiors as practical as their exteriors



LAND ROVER DC100 & DC100 SPORT







Rockclimber spec



WAIDE AID



TOOL BOX



LEISURE KEY



REMOVABLE ROOF



SOLAR ROOF

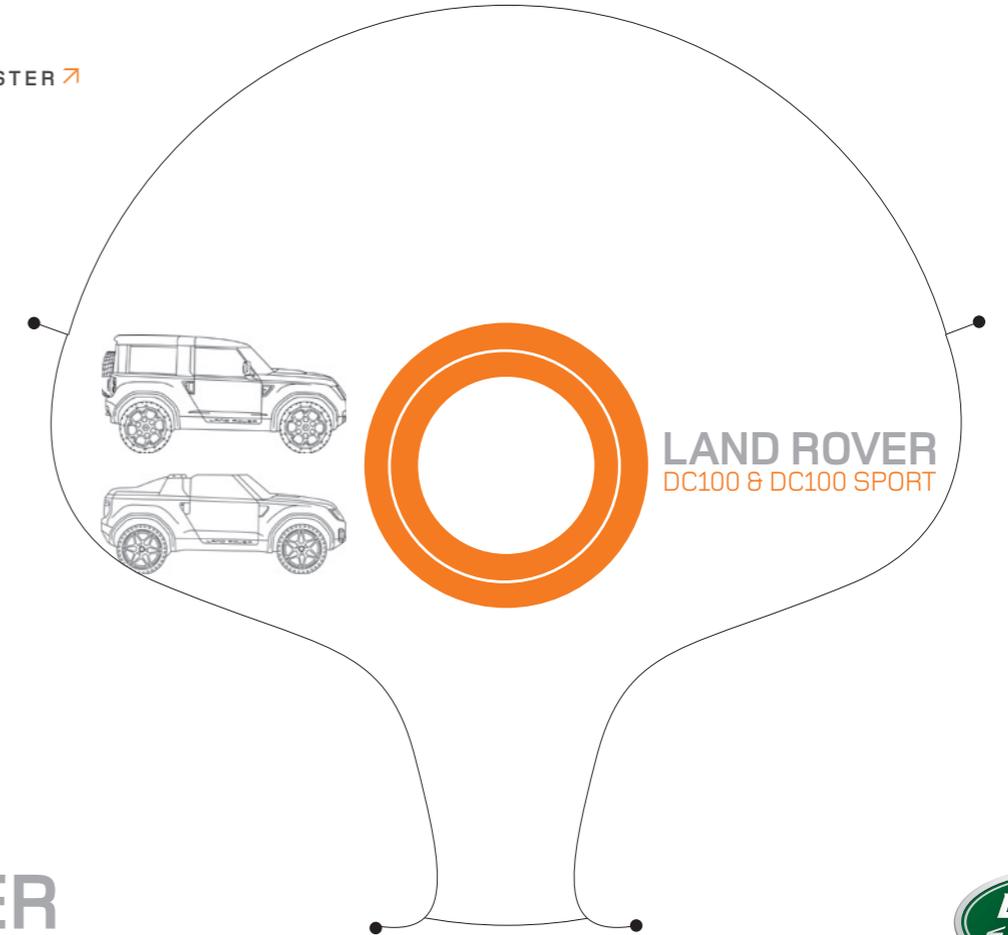
THE LAND ROVER DC100 IS THE SHAPE OF THINGS TO COME: A FUNCTIONAL CONCEPT WITH A CAPABLE PLATFORM ALLOWING IT TO OUTPERFORM ANY RIVAL AND COPE WITH ANY ENVIRONMENT.

“ Replacing the iconic Defender is one of the biggest challenges in the automotive design world. It is a car that inspires people worldwide. These aren't production-ready concepts but the beginning of a four-year journey to design a relevant Defender for the 21st Century. ”

----- GERRY McGOVERN, DESIGN DIRECTOR, LAND ROVER

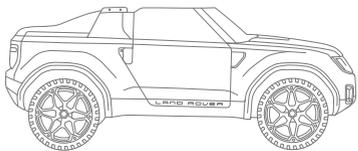
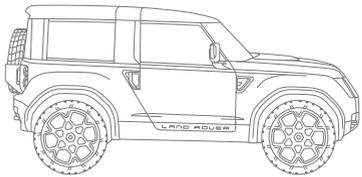


LAND ROVER COLLECTORS' POSTER ↗



LAND ROVER
DC100 & DC100 SPORT





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