





Old classic not ready to retire

Landrover celebrates 65 years of reliability

The design for the original Land Rover vehicle was started in 1947 by Maurice Wilks, chief designer at the Rover Company, on his farm in Newborough, Anglesey. It is said that he was inspired by an American World War II Jeep that he used one summer at his holiday home in Wales. The first Land Rover prototype, later nicknamed 'Centre Steer', was built on a Jeep chassis.

The early choice of colour was dictated by military surplus supplies of aircraft cockpit paint, so early vehicles only came in various shades of light green; all models until recently feature sturdy box section ladder-frame chassis.

The early vehicles, such as the Series 1, were field-tested at Long Bennington and designed to be field-serviced; advertisements for Rovers cite vehicles

driven thousands of miles on banana oil. Now with more complex service requirements this is less of an option. The British Army maintains the use of the mechanically simple 2.5-litre four-cylinder 300TDi-engined versions rather than the electronically controlled 2.5-litre five-cylinder TD5 to retain some servicing simplicity. This engine also continued in use in some export markets using units built at a Ford plant in Brazil, where Land Rovers were built under license and the engine was also used in Ford pick-up trucks built locally. Production of the TDi engine ended in the United Kingdom in 2006, meaning that Land Rover no longer offers it as an option. International Motors of Brazil offer an engine called the 2.8 TGV Power Torque, which is essentially a 2.8-litre version of the 300TDi, with a corresponding increase in power and torque. All power is combined

with an All-Terrain Traction Control which gives active terrain response; Ferrari uses a similar system in race traction.

During its ownership by Ford, Land Rover was associated with Jaguar. In many countries they shared a common sales and distribution network (including shared dealerships), and some models shared components and production facilities.

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