



LAND ROVER CELEBRATES 65 YEARS OF TECHNOLOGY AND INNOVATION WITH DEFENDER LXV SPECIAL EDITION

- April 30th marks Land Rover's 65th anniversary
- Celebratory Defender LXV Special Edition launched
- Special event showcases 65 years of Land Rover innovation
- Most significant collection of Land Rovers ever including 130 heritage vehicles at Packington Estate; the original testing ground for Land Rover

Whitley, UK. 30 April 2013 – This week, Land Rover will mark 65 years of technology and innovation with a celebratory event at Packington Estate near Solihull; Land Rover's first off-road proving ground.

To celebrate the 65th Anniversary on 30th April 2013, Land Rover will launch a Special Edition Defender – the 'LXV'. Since its inception, the Defender has now sold in excess of two million units. In the UK, 65 Defender LXVs will be available in 90" Hard Top form. The LXV is based on the standard Land Rover Defender Hard Top and is equipped with the 2.2-litre diesel engine and 6-speed manual transmission, producing 122PS@3,500rpm of power and 360Nm@2,000rpm of torque.

This striking Special Edition sports 16-inch Sawtooth alloy wheels and comes in Santorini Black with contrast Corris Grey roof, grille, headlight surrounds and fascia. The interior boasts exclusive full leather seats with LXV embossed front headrests and unique orange contrast stitching on the seats, steering wheel and centre cubby compartment to complement exterior LXV decals. A union flag decal is located on the rear of the vehicle. Pricing in the UK will start from £28,765.

Over 130 heritage Land Rover vehicles will attend the celebratory event at Packington Estate which was the testing ground for the original 1947-48 Land Rover prototypes through to the Range Rover development vehicles of the late 1960's and early 70's.

These vehicles will showcase key milestones in Land Rover's 65-year history and also some 4x4 world firsts such as anti-lock brakes, adjustable air suspension, Electronic Traction Control, Hill Descent Control, Terrain Response® and Stop/Start technologies.

The vehicles on display will demonstrate Land Rover's legendary breadth of capability, with ploughing, emergency service, military, expedition, royal and concept vehicles all firmly positioning Land Rover as the world's most versatile vehicle. They will sit alongside Land Rover's current model line-up – the Defender, Discovery, Freelander, All-New Range Rover, All-New Range Rover Sport and Range Rover Evoque – and include the brand's latest technological innovations in the form of the new Electric Defender research vehicle and the world's first 9-speed transmission for a passenger car.

In a nod to the brand's rich heritage in the provision of adapted vehicles for military use, a cake in the shape of the very first Land Rover nicknamed 'HUE' will be flown in by special delivery in a Lynx helicopter by a member of the 'Black Cats' Royal Navy display team, renowned for thrilling audiences with their dynamic air displays.

John Edwards, Land Rover's Global Brand Director says: "Land Rover is celebrating 65 years of proud heritage. It is in fact a dual celebration, as March saw Land Rover deliver the strongest ever monthly and quarterly sales performance in its history.

"Since 1948, every component in our vehicles has been designed and engineered with intent and Land Rover continues to this day, to build the world's most capable all-purpose vehicles. A blend of refinement, performance and unmatched all-terrain capability make Land Rover vehicles distinctive and unique, ready to tackle the world's most challenging and inhospitable terrain."

John Edwards continues: "The all-new Range Rover and Range Rover Sport are the result of unprecedented investment in technology, in engineering and in our manufacturing facilities to produce the world's first SUVs with a lightweight aluminium body structure. Investing in innovation has always been the lifeblood of Land Rover and we will continue to develop innovative new technology and sustainable motoring solutions for the future, whilst retaining the class-leading and legendary breadth of capability that Land Rover's heritage is built upon."

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