

Where To Download Range Rover 40 Years Of The 4x4 Icon

series is to break down barriers in technical, physical, and architectural design, as well as barriers between different professional communities.

The Land Rover Story is a roller coaster ride through the life and times of Land Rover. Fast-paced and entertaining, it brings alive all aspects of Land Rover from its humble beginnings in 1948 to today's world-wide renown, with the vehicles — successes and failures — and people at the centre of the story. The 1940s. How the Land Rover came about; the Wilks brothers; the Centre Steer enigma; development and production; launch and reaction. The 1950s. Rapid development and evolution of the original; successes and dead ends; worldwide reach; early expeditions; weird and wonderful modifications; the Series II. The 1960s. Consolidation and further developments; Series IIA; military models; initial development of the Range Rover; search for a V8 engine. The 1970s. The Series III; Range Rover's popularity but lack of investment; Land Rover abandons US market; the British Leyland story; escape from BL and Michael Edwardes, saviour of Land Rover. The 1980s. British Aerospace ownership; Land Rover grows as most of Britain's car industry self-destructs; emergence of the coil-sprung models; make or break time with launch of Discovery (Europe's best-selling 4x4). The 1990s. Tdi engines; Defender and its development. BMW ownership; second-generation Range Rover P38; Freelander; second-generation Discovery; Td5 engine. The 2000s. Ford takeover, alliance with Jaguar, shift towards luxury; third-generation Range Rover L322; the G4 Challenge; Discovery 3, Range Rover Sport, TDCi Defender, Freelander 2, Discovery 4. The 2010s. Tata takeover, upsurge in sales and profits; Range Rover Evoque and Victoria Beckham; Range Rover 4; Range Rover Sport 2; Discovery Sport; Discovery 5; Range Rover Velar; DC100 concept; end of Defender production; rise of Defender as a fashion icon; and much more.

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