

INTRODUCTION

A year to remember

Land Rover SA is celebrating a year of success – and a bright future – at Auto Africa 2006.

Outgoing Land Rover SA managing director Thomas Viehweg says the company has come a long way. "Way back in May 2004, we had little in the way of attractive models, our customer service index ratings were rock bottom, and our dealer network was demotivated."

All that has changed. This year, Land Rover will sell a record 4 600 units. "And now, we have the dealers and the products to make our customers happy again," Viehweg says. "We're expecting the new Freelander 2 to continue that process."

At Auto Africa, Land Rover will be showing the Freelander 2. Also on display will be the 2007 Range Rover, which features a 200 kW TDV8 engine for the first time. And there will be a preview of the 2007 Defender.

■ Full information on all the product ranges on display at Auto Africa, as well as primary sponsorship projects, can be found on the accompanying media CD.

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Freelander 2



Defender MY2007



Range Rover TDV8



Discovery 3



Range Rover Sport



Land Rover G4 Challenge



Kingsley Holgate



Wild Dog Project



Freelander2_01.jpg



Freelander2_02.jpg



Freelander2_03.jpg



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Freelander2_05.jpg



Freelander2_06.jpg



Freelander2_07.jpg

FREELANDER 2

Redefining the class

The all-new Freelander 2 makes its South African bow at Auto Africa, offering local motorists a first glimpse of the vehicle that will set the new standard in the compact premium 4x4 sector.

Completely new from the ground up, the Freelander promises outstanding on-road performance and class-leading off-road ability. It offers the polished ride, accomplished performance and inviting interior associated with road-going machinery, linked to the go-anywhere talent, toughness, raised seating and space of an authentic 4x4.

Freelander 2 improves on its predecessor in every way: better performance from new petrol and turbo-diesel engines, lower fuel consumption, more space and higher quality levels. It's also dynamically superior, offering substantial performance gains both on and off the road. Land Rover's Terrain Response System is standard.

■ *More details and specifications on the accompanying media CD.*



Freelander2_08.jpg



Freelander2_09.jpg



Freelander2_10.jpg



Freelander2_11.jpg



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Freelander2_24.jpg



RR_TDV8_01.jpg



RR_TDV8_02.jpg



RR_TDV8_03.jpg



RR_TDV8_04.jpg

RANGE ROVER TDV8

Good gets even better

Land Rover's Range Rover continues to be acknowledged as the pinnacle of luxurious go-anywhere motoring. But even greatness can be improved on.

For 2007, the Range Rover receives a superior TDV8 power unit. This state-of-the-art 200 kW turbodiesel achieves much more athletic performance than the current diesel powertrain.

It cuts the 0-100 km/h sprint time by a massive 4 seconds, but incurs no penalty in fuel consumption.

The TDV8 engine is the most significant element of a comprehensive upgrade package that includes the fitment of Land Rover's groundbreaking Terrain Response System, together with an electronic parking brake, and an electronic rear differential.

The interior is smarter, too, with improved ambience, more intuitive switchgear and upgraded climate control.

■ *More details and specifications on the accompanying media CD.*



RR_TDV8_05.jpg



RR_TDV8_06.jpg



RR_TDV8_16.jpg



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RR_TDV8_15.jpg



Defender_MY07_01.jpg



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Defender_MY07_11.jpg



Defender_MY07_12.jpg

DEFENDER MY2007

The legend lives on

Auto Africa 2006 provides the first glimpse of a major update package for the iconic Land Rover Defender.

While the Defender will still be offered in 90, 110 and 130 wheelbase configurations, the drivetrain benefits from an all-new 2,4-litre common-rail turbodiesel engine promising enhanced tractability, refinement and urge. It's coupled to a new six-speed gearbox with a wide spread of ratios to suit most driving conditions.

Inside, the interior is a much more comfortable place, thanks to an integrated fascia with improved quality and ergonomics, more comfortable seating, and a high-output ventilation system with upgraded heating and air-conditioning.

Cosmetic changes to the new Defender are minimal, in line with its almost 60-year heritage, with a revised bonnet the only visible change.

■ *More details and specifications on the accompanying media CD.*

RANGE ROVER SPORT

The spirit of success

Land Rover took the world by surprise when it launched the athletic Range Rover Sport. The agile, aspirational and exciting sports tourer found itself outside the conventional 4x4 mould, but it's been an instant sales success.

Demand for the adrenaline-pumping, do-it-all Range Rover Sport continues to outstrip supply, and SA sales for 2006 are expected to top 1 000 units, despite its premium positioning. Available in normally aspirated and stirring supercharged form, it offers athletic performance without compromising 4x4 prowess.

Technological highlights include a performance-tuned chassis with Active Roll Control, and the trend-setting Terrain Response System that allows drivers to dial in specific performance parameters to best suit the driving conditions.

A TDV8 version is expected to be launched in 2007.

■ *More details and specifications on the accompanying media CD.*



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RR_Sport_02.jpg



RR_Sport_03.jpg



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Discovery_3_01.jpg



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Discovery_3_10.jpg



Discovery_3_11.jpg



Discovery_3_12.jpg

DISCOVERY 3

A turning point

If Land Rover needed to prove a point, then the Discovery 3 has done so with eloquence and conviction. Today, it is regarded as one of Solihull's finest products ever: a truly accomplished SUV with an outstanding breadth of capability.

The Discovery 3's bold, chiselled architecture is unmistakably contemporary and uniquely Land Rover, retaining key visual clues such as the stepped Alpine roof, while breaking new ground by, for instance, removing the trademark spare wheel from the rear tailgate.

A choice of petrol and turbodiesel engines and six-speed transmissions, together with advanced suspension systems and pioneering technologies such as Land Rover's Terrain Response System, contribute to a vehicle that's as at home in the urban crawl as it is in the great outdoors. No wonder everybody wants one!

■ *More details and specifications on the accompanying media CD.*

G4 CHALLENGE

A star is born

There's every reason for South Africans to be proud at the mere mention of Land Rover's recent, gruelling G4 Challenge, even if the global event didn't visit the country as it did in 2003.

This time around, however, local hero Martin Dreyer did his supporters proud by taking on and beating 17 of the world's toughest adventure racers in the 4x4-based global event.

After 28 days in four countries on two continents, using Land Rovers, kayaks and mountain bikes, and showing off skills as diverse as abseiling, jumaring and orienteering, it was Dreyer who trounced the other three top scorers in the punishing 25 minute G4 Challenge final.

Dreyer described his hard-earned victory as one of the happiest moments of his life – small wonder, considering his prize was a brand-new Range Rover!

■ *More details and specifications on the accompanying media CD.*



G4_Challenge_01.jpg



G4_Challenge_02.jpg



G4_Challenge_03.jpg



G4_Challenge_04.jpg



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KINGSLEY HOLGATE

Larger than life

Kingsley Holgate is passionate about Africa, and saving lives on the often poverty-stricken continent.

Together with Land Rover, Holgate has embarked on several missions of mercy. His most recent expedition, the African Rainbow Odyssey, set out to distribute mosquito nets, anti-malarial products and to educate people about how to combat the killer disease. It's been deemed the most effective malaria-prevention expedition ever.

Not surprisingly, Holgate is already planning his next life-saving African project: a world-first expedition that will see Kingsley and his team circumnavigate the continent by Land Rover from Cape Town, up the west coast and down the east coast before returning to the Mother City.

As always, Land Rover will support Holgate with its world-class vehicles.

■ *More details about Kingsley Holgate and the Cape-to-Cape Expedition on the accompanying media CD.*

WILD DOG CONSERVATION

Turning back the time

The African wild dog is South Africa's most endangered large carnivore – but conservationists are turning back the hands of time.

The status of the African wild dog has improved considerably over the past eight years as a result of the successful implementation of a metapopulation-based strategy supported by Land Rover.

Today, a Wild Dog Advisory Group (WAG) manages a series of satellite metapopulations around SA, including the original metapopulation at the De Beers-owned Venetia Limpopo Nature Reserve.

Land Rover's vehicle and monetary support started in 2000, and has been sustained through various wild dog-related projects since then. These include the reintroduction of wild dogs into KwaZulu-Natal, and support for a photographic wild dog census in the Kruger National Park.

■ *More details about Land Rover's support of African wild dog conservation on the accompanying media CD.*



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