

Land Rover Timeline

1947 The beginning

- Sept 4: the Land Rover project first fully explained to the Rover Car Company Board of Directors. The project was approved for full production (before the prototype was made)
- Oct 15: First photos of finished prototype (80")
- Oct 16: The name "Landrover" was approved by Board of Directors

1948 Apr 20: *The Times* first publicly reports the Land-Rover

- Apr 30: Land-Rover shown to public at Amsterdam Car show

1949 First Land Rovers sold into USA and Canada (via Roots Motors, Inc.)

1950 April. First show of Land Rover in USA at British Automobile and Motorcycle show

1953 Autumn. Wheelbase lengthened from 80" to 86"

1954 Autumn. 100,000th Land Rover built

1956 Autumn. 107" introduced

- Land Rover reaches agreement with Metalurgica de Santa Ana, S.A. They build Santana Land Rovers, production reaching 18,000 by 1980.

1958 March. Series II introduced

- Land Rover ends relationship with Roots Motors, Inc and established a presence in North America as Rover Motor Company of North America, headquartered in Toronto, Canada

1959 November. 250,000th Land Rover built

1960 US Land Rover HQ moves to New York, NY

1961 September. Series IIA announced

1962 12 Seat 109 announced for home market (to avoid a tax)

- September. 109" Forward Control announced.

1966 April. 500,000th Land Rover built

- September. NADA (North American Dollar Area) 109" announced.
- Rover is first non-US manufacturer to introduce emissions controlled vehicles into USA

1967 June/July. Range Rover prototype #1 built

- Rover Motor Company merges with Leyland, Leyland becomes dominant

1968 Leyland merges with British Motor Holdings (owned Jaguar and EMC to form British Leyland Motor Corporation

1970 June. Range Rover first appears in public (2 door)

1971 June. 750,000th Land Rover built

- September. SIII announced

1974 British Leyland abandons North American Market for Land Rover

- *Association of Land Rover Owners of Canada* (ALROC) established
- 4th Quarter: British Leyland nationalized

1975 British Leyland Motor Company changes its name to British Leyland, Ltd.

- *Rover Owners of Virginia* (ROAV) founded

1976 June. 1,000,000th Land Rover produced

1978 Land Rover, Ltd created

1979 February. Land Rover V8 (stage 1) announced

1980 British Leyland collapses in North America

1981 4 door Range Rover introduced

1982 *Ottawa Valley Land Rovers* (OVLV) established as a local chapter of ALROC

1983 March: Land Rover 110 Announced at Geneva Motor Show

- 4th quarter: 127" (also called 130) Crew Cab made available

1984 *Land Rover Owner Association of America* (LROA) founded

- June: Land Rover 90 (92.9") launched

1987 16 March. Range Rover launched in USA

- 26 October. Official opening of Range Rover of North America HQ in Maryland.

1988 British Aerospace buys Rover Group from British Government for (pounds)150,000,000.

1989 *Solihull Society* founded

- Land Rover Canada established
- Honda buys 20% stake in Rover
- 1st half. Production of Discoveries (3 door) starts
- September. Discovery introduced at Frankfurt Auto Show
- 2.5L 200 TDi (diesel) introduced, exclusively on Discovery
- **1990** Land Rover model name changed to Defender
- 200 TDi fitted to Defenders
- June. Land Rover sells its 23% share of Land Rover Santana
- Autumn. 5 door Discovery announced.

1992 *Bay State Rover Owners Assoc.* (BSROA) founded

- 500 Defender 110's to the USA, 25 to Canada
- August. Range Rover of North America changes its name to Land Rover of North America.
- August. High Capacity Pick-up announced
- Autumn. 108" Range Rover introduced

1993 The SAAB pull at the 10th OVL R Birthday Party

- 200 TDi fitted to Range Rovers
- 4th Quarter: Defender 90s first sold in US ('94 models)

1994 11 January. Last 2 door Range Rover built

- 31 January. Announcement of BMW buying the Rover Group (which includes Land Rover) from British Areospace for UKP 800,000,000
- Discovery launched in Canada
- March. Launch of Discovery (5 door) in USA
- ALROC agrees to be absorbed by OVL R
- 200 TDi production ceases.

1995 2.5L 300 TDi introduced

- February. Last Range Rover Classic built.
- December. Defender imports cease in the United States.

1996 The Freelander, aka CB40, a new Land Rover model is revealed.

1997 One final year of Defender imports to the United States starts.

1999 Discovery Series II introduced.

2000 May. Ford buys Land Rover from BMW