



## LAND ROVER

*The Land Rover marque was founded in 1948 as part of the Rover Car Company. Over the years, it has acquired the image of being authentic and capable, confident and reassuring, adventurous and bold, yet refined and comfortable.*

*The range of vehicles include the Land Rover (now called Defender), the Range Rover, the Discovery and the Freelander, Land Rover's smallest vehicle.*

*The product range has been completely refreshed in the last seven years. The Range Rover Sport, launched in 2005, added a more sporty and driver focussed product offering to the range. All vehicles are now more capable on the road, with more luxurious features and leading edge technologies, while retaining their all-terrain expertise.*

*The company prides itself on giving its consumers products that boast an iconic design and have outstanding breadth of capability (both on-and off-road) coupled with innovative technology.*

*The appeal of the brand lies in its authenticity, versatility, capability and desirability. Its all-terrain vehicles enable customers to do more and live life to the full.*

*The Land Rover has a rich and proud heritage, one that will be protected, nurtured and supported by Tata Motors, which acquired this iconic brand in 2008.*