70 YEARS OF LAND ROVER TECHNOLOGY

1948

The 'Land Rover' is launched – and it would become the world's most iconic 4x4

The 'Land Rover' comes with a power take-off enabling ancillary machinery to be operated with the vehicle stationary

The 'Land Rover' is also built on a rigid box-section chassis for maximum strength

1951

Selectable two- or four-wheel-drive system introduced

1957

52bhp 2.0-litre diesel engine added with innovative overhead-valve design

1970

Range Rover Classic arrives with coil springs, permanent 4WD and all-round disc brakes

1971

Series III is the first Land Rover with an optional fresh-air heater

1983

Land Rover One Ten gains coil springs for better handling and refinement

1989

Range Rover is the world's first 4x4 with anti-lock brakes

ABS

1992

Range Rover Classic is the world's first 4x4 with Electronic Traction Control and automatic electronic air suspension

1997

Land Rover Freelander launched with Hill Descent Control enabling the driver to set the speed when driving off-road

1997

Freelander is the first Land Rover with a monocoque chassis

1999

Satellite navigation and TV becomes available on the Range Rover

1999

Second-generation Discovery is the first SUV with twin airbags for front seat passengers

2001

Range Rover now built on monocoque chassis

2004

Terrain Response® available on Land Rover Discovery. This matches the traction control to the road surfaces

2005

Supercharged 4.2-litre V8 added into the new Range Rover Sport

Range Rover Sport offered with cross-link air suspension

2012

New Terrain Response® 2 system available on Range Rover

2012

Fourth-generation Range Rover arrives – the world's first all-aluminium SUV

2013

Range Rover Diesel Hybrid delivers improved fuel economy and reduced emissions

2014

Range Rover is the first vehicle with All-Terrain Progress Control

2014

World-first laser Head-Up Display added to Range Rover Evoque projecting speed, gear position, navigation, traffic sign recognition and cruise control settings

2014

Park Assist introduced

2014

Wade Sensing® introduced on Range Rover

2015

Range Rover Evoque becomes the world's first premium compact SUV with a convertible roof

2015

4G connectivity added to Range Rover Evoque

4G

2016

Range Rover Evoque is the first Land Rover with full LED adaptive headlamps

2016

New Discovery launched with world first, remote control Intelligent Seat Fold system

2016

Advanced Tow Assist introduced making reversing with a trailer easy and intuitive

2017

Range Rover Velar introduced with advanced Touch Pro Duo infotainment system

2017

Range Rover Velar is the world's first volume production model with Kvadrat – a premium textile cloth made from recycled materials

2018

Range Rover P400e PHEV launched – the first plug-in hybrid Land Rover

THE CURRENT RANGE

Range Rover | Range Rover Sport | Range Rover Velar | Range Rover Evoque | Land Rover Discovery | Land Rover Discovery Sport

LAND ROVER ABOVE & BEYOND

LAND ROVER 70 YEARS