



THE MARKET

Land Rovers sell in 140 countries. With such an extraordinarily high international presence, they are as likely to be seen in a small African village as they are in London or Toronto. Completely at home both in rugged landscapes and sophisticated urban settings, Land Rovers capture the imagination of discriminating, worldly consumers who value quality, timeless style and a sense of adventure.

Since the very first design appeared in 1948, the Land Rover name has become universally identified with definitive four-wheel drive vehicles. Year after year, Land Rover models have redefined the world's 4x4 categories.

Over the past 58 years, Land Rover has meticulously engineered eight iconic models. Today, Land Rover's innovation is taking on bold new shapes and gaining rapid momentum. Over the next six years, Land Rover plans to release five new groundbreaking models.

In 2006, Land Rover's global sales set new records each month. Range Rover itself has seen a 34 percent increase during the first quarter of 2006. This represents the best continuous period of sales success since Land Rover was acquired by Ford Motor Company in 2000. Since then, Ford has made significant investments allowing Land Rover to revitalize the entire model lineup.

From the very first Land Rover to the futuristic concept vehicle, Range Stormer, Land Rover remains faithful to the core values engineered into each and every vehicle: authenticity, adventure, guts and supremacy. Land Rover is not just an SUV, it is a lifestyle — a lifestyle that represents a spirit of adventure and a zest for life.



ACHIEVEMENTS

Land Rover has won two Queen's Awards for Enterprise — for Innovation and for International Trade.

In 2002, the Range Rover won *4x4 Magazine's* overall SUV of the Year Award and *Top Gear Magazine's* Car of the Year Award.

The Range Rover Sport has racked up an impressive list of awards as well. It was named SUV of the Year by *Top Gear Magazine* in 2005, 4x4 of the Year by *4x4 Magazine* in 2006 and SUV of the Year by the Association of Scottish Motoring Writers in 2005.

Since its introduction in 2005, the LR3's powerful on-road performance, unparalleled off-road standards and state-of-the-art technologies have set new industry standards. LR3 has earned more than 20 North American awards, including the 2005 Motor Trend Sport Utility of the Year, a record amount for any SUV in its introductory year.

HISTORY

The first Land Rover, built by brothers Spencer and Maurice Wilks for British car company Rover, rolled off the production line in 1948. Over the last 58 years, the Land Rover range of vehicles has evolved to become a byword for toughness, durability, comfort and elegant style.

Land Rover Canada is part of Aston Martin Jaguar Land Rover with headquarters in Bramalea,

Ontario. Land Rover established operations in Canada in 1991 and now imports and distributes Range Rover, Range Rover Sport and LR3 vehicles manufactured by Land Rover in Solihull, England. Land Rover's worldwide operations are wholly owned by Ford Motor Company based in Dearborn, Michigan.

THE PRODUCT

Range Rover, Land Rover's flagship vehicle, is more powerful than ever. With the choice of a 305 horsepower HSE or the 400 horsepower Supercharged, the Range Rover for 2007 has extraordinary all-terrain ability. It is Land Rover's most refined, most luxurious and most complete SUV.

Range Rover Sport is the best performing and best handling vehicle that Land Rover has ever built in its class. Designed to complement the renowned Range Rover, the Range Rover Sport is a completely new vehicle, a more compact, more agile and more performance oriented SUV.

It combines invigorating dynamic ability with outstanding comfort and refinement. This reflects its ability to effortlessly cover long journeys quickly and comfortably and yet also to deliver sharp handling and exhilarating performance.

LR3. Since its introduction in the 2005 model year, LR3's powerful on-road performance,



unparalleled off-road standards and state-of-the-art technologies have set a new industry standard.

In addition to the existing 4.4 liter 300 bhp V8 engine, LR3 offers the new 4.0 liter V6 engine. All V6 models come equipped with a long list of four-wheel-drive technologies including the innovative Terrain Response™ system, and four corner electronic air suspension.

RECENT DEVELOPMENTS

For 2007, the Range Rover gains Land Rover's patented Terrain Response system™ for exceptional off-road performance as well as reduced driver effort, providing the finest blend of performance and refinement ever offered on a Land Rover vehicle, making it the world's most complete luxury SUV.

The Range Rover Sport's top-line version uses a 390 bhp Jaguar-derived supercharged V8 engine and has a top speed of 225 km/h electronically limited. It is the fastest and best accelerating vehicle that Land Rover has ever made.

Land Rover is showcasing a catalog of innovative technologies — collectively known as the e-Terrain System — that are designed to reduce both fuel consumption and harmful tailpipe emissions while also improving the outstanding breadth of capability of Land Rover's SUV vehicles.

They are designed to contribute to a potential improvement in fuel economy — of up to one-third over a current vehicle of similar size and

performance. And many of the technologies will be available on Land Rover production models in the next few years — all without compromising the breadth of on and off-road capability that defines all Land Rover products.

LR2. The fourth new model from Land Rover in just four years, LR2 joins the impressive lineup of Range Rover (2002), Land Rover LR3 (2004) and Range Rover Sport (2005) that together have seen record breaking sales performance around the world.

New from the ground up, LR2 delivers outstanding on-road performance as well as the class-leading off-road ability of a Land Rover. A dynamic design, purposeful stance, smart and spacious interior and an abundance of advanced technologies complete the LR2 package. The all-new LR2 will be available at retailers mid 2007.

PROMOTION

In June 2006, women's tennis superstar Maria Sharapova was in London attending a pre-Wimbledon party where she gave on-lookers a sneak preview of the all-new LR2. Sharapova is an official Land Rover ambassador in North America, where she promotes the vehicles.

Land Rover's LR3 accepted its mission in Paramount Pictures' action movie *Mission: Impossible III*, which opened in May 2006. In one of the film's most incredible action sequences,

Ethan Hunt gets assistance from the LR3 as he makes a courageous escape from his enemies.

Land Rover presented a glimpse of its future environmental technology at the 2006 New York International Auto Show. The concept — called Land_e — showcases some of the alternative technologies that Land Rover is considering adopting on its vehicles in the near future.

Land Rover also used the New York show as an opportunity to announce

details of its Go Beyond TV — the industry's first broadband television station offered by a single auto manufacturer. Go Beyond TV will feature Land Rover-dedicated footage along with lifestyle and adventure content via external partners.

Land Rover Canada along with its sister company Jaguar Canada is the Official Vehicle Sponsor of the all-new Four Seasons Centre for the Performing Arts, Canada's new opera house.

BRAND VALUES

Land Rover is committed to addressing the challenges of sustainable development and operating as a responsible company. It promotes sustainability by integrating and balancing economic, environmental and social responsibilities within all of its activities.

Environmental responsibility is a major part of the business philosophy of Land Rover, as it is one of their core brand values. They set improvement goals and targets and monitor progress. They aim to produce as economical and clean a car as possible. The policy considers the wider environment and produces recyclable vehicles in a pollution-free production process. Every Land Rover is designed to be at least 85 percent recyclable.

THINGS YOU DIDN'T KNOW ABOUT LAND ROVER

- Land Rover has supplied the Royal Geographic Society with vehicles for more than 20 years, assisting in some of their most exciting research expeditions.
- Land Rover has joined up with Born Free, renowned animal conservation charity. It provides essential support vehicles in the countries where the charity works to keep wildlife in the wild.
- Land Rover supplies Biosphere (a research organization that aims to protect species and the environment) expeditions with fully equipped vehicles, permitting access to the most difficult and remote locations.

