

# LAND ROVER OWNERS' CLUB

OF GIPPSLAND  
AUGUST 2017 NEWSLETTER



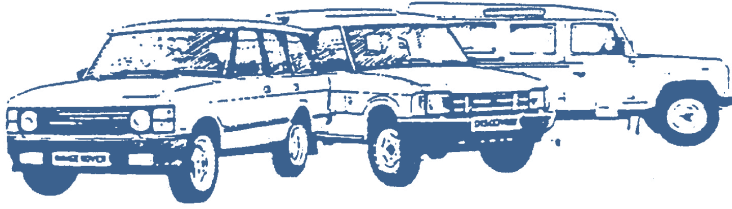
**GIPPSLAND LAND ROVER**

PRINCES HIGHWAY, MORWELL (03) 5134 1422

**GIPPSLAND'S HOME OF LAND ROVER**

*Proud sponsors of the Land Rover Owners Club of Gippsland*





# LAND ROVER OWNERS' CLUB OF GIPPSLAND

P.O. Box 3128 Gippsland Mail Centre 3841 Telephone (03) 51 341 422 Fax (03) 51 337 053

## LROCG News August

### Welcome back Les.

Good to see Les Warburton rejoin the club after an absence of a few years.

### All New Discovery.

Club members who would like a test drive of the All New Discovery (why couldn't the marketing people just call it Discovery 5 or even LR5) should contact Charlie Calafiore and take up his offer of drives for club members.

### Welcome back Foonie in old role.

Great to have Wayne Foon back in his old role as Parks Victoria's liaison person to LROCG.

### Disturbing News!

It is disturbing to realise that we have two Hilux Owners in the club. We must do our best to keep Peter Johnson and Wayne Foon apart in case they form some sort of Dark Side alliance.

### Bob and Annette's Misfortune.

Bob and Annette have had their travel plans interrupted. A broken spring allowed the rear axle of their caravan to make a bid for freedom. Bob reports that they are all O.K. and the RACV Total Care and Insurance are looking after them.



### Annual General Meeting.

The September meeting is also the Annual General Meeting. All committee positions will be declared vacant. The minutes of last year's AGM are in this newsletter. Marco Tripodi, Dealer Principal VSL will conduct the AGM. The normal September meeting will follow the AGM.



### Club Fees.

The club annual fee of \$75 is now overdue. If you have not paid your fees please contact Charlie Calafiore at Gippsland Land Rover or catch up with Alan MacRae at the next meeting. Remember that for insurance purposes you cannot participate in club trips if you are not financial.

### Congratulations Vivian and Craig.

The club wishes Vivian Lee and Craig Murray all the best for their wedding and a fantastic future together.

### ParkConnect and Parks Victoria 2018 dates.

In this newsletter you will find some information on ParkConnect, the new Parks Victoria online volunteer system. This system will ultimately significantly reduce the paper work associated with our volunteer days. You will also find the volunteer dates for 2018. We certainly plan well ahead.

### Volunteer Trailer.

Plans are well underway to have a dedicated volunteer support trailer at Parks Victoria Heyfield. The trailer would be permanently set up with all the tools and other gear volunteer groups might need when working in the Alpine National Park.

Greg Rose.

### This month's cover; First Discovery owned by Greg & Lois Rose

Land Rover Owners Club of Gippsland  
2016-- 2017 Committee

President	Greg Rose	0427 456 546
Vice President	Ian Blake	03 5163 1520
Secretary	Tonee Harlow	
Treasurer	Alan MacRae	03 51744 256
Publicity Officer	Charlie Calafiore	03 51341 422
Events CoOrdinator	David Murray	AH)0438 369 110
Editor	Eric Shingles	03 56232 501
Property Officer	Ross Howell	
4WD Vic Delegate	Greg Rose	0427 456 546
Webmaster	Alan Harlow	

Life Member's Ray Massaro, Greg & Lois Rose.



Jan and Alan stop off at a different camp site

## Jaguar Land Rover reveals autonomous systems for urban driving

Jaguar Land Rover (JLR) has demonstrated several autonomous driving technologies, dubbed Autonomous Urban Drive, which the company says brings it one step closer to bringing driverless vehicles safely through city streets.

The Autonomous Urban Drive suite of driver assistance tech allows vehicles to obey traffic lights, along with negotiating T-junctions and roundabouts. Designed and developed in the UK, the systems are still in prototype stage, though JLR says they will help the company achieve level four autonomy “within the next decade”.

“The automotive landscape is changing faster today than ever before,” said Tony Harper, director of engineering research at JLR. “As a technology company, our innovation is continuous and our cars of the future will become more capable, cleaner, more connected, more desirable and smarter.” However, Harper added the company’s upcoming technologies will build on the driver’s experience, rather than remove the role of the driver itself. “We aren’t looking at simply replacing the driver, and making cars ‘driverless’.

Future technologies will give the driver more not less – they will assist and ultimately enhance the driving experience.”

The company has also detailed several connected vehicle technologies which are underdevelopment: Intersection Collision Risk Warning (ICRW) warns the driver in advance when it is not safe to enter an intersection because of a high probability of a collision. ICRW could reduce the number (and severity) of collisions and reduce congestion.

In Vehicle Signage (IVS) sends road and traffic information such as roadworks or a change of speed limit directly to the car’s display, minimising dependence on physical roadside signs. This connected technology aims to reduce accidents and congestion.

Emergency Vehicle Warning (EVW) tells drivers when an emergency vehicle is approaching, and from which direction. This connected technology aims to improve safety, reduce journey time for the emergency vehicle and cut congestion by helping drivers pull over more quickly and less stressfully.

Autonomous Urban Drive is being demonstrated as part of the 20 million pound (\$33.6 million) UK Autodrive research and development project, which aims to put the United Kingdom at the forefront of connected and autonomous driving innovation.

### JAGUAR LAND ROVER OPENS ENGINE PLANT IN CHINA

Jaguar Land Rover has opened its Chinese engine plant as part of its RMB10.9 billion joint venture with Chery Automobile Ltd. The state-of-the-art facility will manufacture the all-new Ingenium 2.0-litre four-cylinder petrol engine for future Chery Jaguar Land Rover vehicles.

During the first six months of the year, Jaguar Land Rover sales have increased by 26 per cent in China. The new engine plant demonstrates Jaguar Land Rover’s long-term commitment to the Chinese market, providing customers with an exciting range of vehicles and powertrain options, as well as to its joint venture.

Qing Pan, Executive Director, “China continues to be an important market for Jaguar Land Rover. Our sales have increased by 26 per cent during the first half of the year, driven by our discerning Chinese customers’ desire for new, exciting vehicles.”

“Our new engine plant in Changshu supports our strategy to become a more competitive global business. It will strengthen our international manufacturing capabilities and complement our existing facilities in the UK.”

Operations began at Chery Jaguar Land Rover’s plant less than three years ago and since then it has manufactured more than 100,000 vehicles. It produces the Range Rover Evoque, Land Rover Discovery Sport and, exclusively for the Chinese market, the Jaguar XFL. In addition, it has confirmed that the all-new Jaguar E-PACE will be produced in Changshu from 2018.

Globally, Jaguar Land Rover has made significant investments in new technology and environmental innovation in recent years. The start of production of the Ingenium engine in China supports Jaguar Land Rover’s global vision to reduce emissions and improve fuel efficiency by making improvements in powertrain, continue its leadership in light-weighting and improve vehicle energy conservation – all without compromise for its customers.

#### Cutting-edge engine manufacturing technology

Mirroring its sister plant in the UK, the Chinese engine facility includes both machining and assembly halls to manufacture the most advanced engines Jaguar Land Rover has ever produced. At more than 50,000 sq m, the new world-class facility contains a fully flexible production line with exactly 28 robots.

Murray Dietsch, President of Chery Jaguar Land Rover, said:

“The premium, lightweight, four-cylinder Ingenium family uses the most flexible engine architecture created by Jaguar Land Rover, making them efficient, powerful and capable.”

“Our new engine plant incorporates the latest cutting-edge engine manufacturing technologies from Jaguar Land Rover to deliver the new Ingenium petrol engine to our Chinese customers and today’s opening ceremony is another important milestone for the team in Changshu.”

The machining hall is where the first parts of the engine are made, containing within them the DNA of Jaguar Land Rover’s Ingenium family. It has 97 machines across three production lines – everything from assembly robots to drilling and high-pressure wash machines operate here.

On the first line, the aluminium block begins its transformation



from a piece of metal to the technologically advanced heart of the Ingenium engine. It is heated in an oven before undergoing a series of machining operations, always punctuated by high-pressure washes to filter debris away. The cylinder head is created on the second line and undergoes similar processes.

The third line differs as it is machining forged steel rather than aluminium. The steel is milled, turned and drilled to create the crankshaft.

Both automated and manual tests take place throughout each line, ensuring that each component is made to the highest possible standard of quality.

In the assembly hall, the block, cylinder head and crankshaft move through 17 zones, with approximately 245 components added and rigorous testing undertaken, before joining all three together to form the all-new Ingenium 2.0-litre, four-cylinder petrol engine. The engine is then cold tested, an eco-friendly procedure that ensures the highest quality standards are met before it leaves the assembly line.

With plans already in place to take Jaguar Land Rover's three vehicle manufacturing plants in the UK close to their operating capacity, the creation of overseas manufacturing facilities delivers additional volumes needed to support the company's future strategy. It allows Jaguar Land Rover to offer its customers even more exciting new vehicles, to protect against currency fluctuations and to build a globally competitive business.



### Jaguar Land Rover listing might be on the cards

Mumbai — Tata Group is considering an initial public offering for Jaguar Land Rover, the luxury-car maker the Indian conglomerate bought in 2008 for \$2.4bn, people with knowledge of the matter said.

Senior Tata Group officials have held preliminary internal talks over the past few months about the potential listing of Jaguar Land Rover on an international stock exchange, said the people, who asked not to be identified because the information is private. The conglomerate is weighing London and New York as possible listing venues for Jaguar Land Rover, which is a unit of Tata Motors, one of the people said.

A spokesman for Tata Group, which has 29 listed companies, said "there are no plans to list JLR". A representative for Tata Motors said "there is no truth in the information", without elaborating. Shares of Tata Motors rose as much as 2.8% in Mumbai. Revenue boost

The Indian company has turned around Jaguar Land Rover since buying the business from Ford, helping boost revenue more than sevenfold between 2008 and 2015.

Deliberations are at an early stage, and Tata Group has not made a final decision to pursue an IPO of the business, according to the people. Details such as timing and the potential fundraising size had not been set, the people said. Selling stock would help Jaguar Land Rover fund the development of new models and investments in connected-car technologies and autonomous driving systems.

A listing of the business could become one of the first major tasks for Tata Group's new chairman, Natarajan Chandrasekaran, who took over leadership of the conglomerate in February.

A listing of Jaguar Land Rover would follow sports-car brand Ferrari, whose shares have more than doubled in New York trading over the past year. Aston Martin, the British manufacturer of James Bond's favourite vehicles, is considering a London IPO as early as next year, people familiar with the matter said last month.

Jaguar Land Rover will invest £4bn in the financial year to end-March 2018, including spending on a new factory in Slovakia, Tata Motors chief financial officer C Ramakrishnan said last month. Tata Motors had 785.8-billion rupees of gross debt at the end of March, according to an investor presentation posted on its website. Tata Motors forecast last month that new models and upgrades including the Velar sport utility vehicle will help its luxury unit widen profit margins.

The car maker's luxury unit last week said it was working with Lyft on autonomous-driving technology and would offer vehicles for rent to the San Francisco-based startup's drivers.

Tata Group

Tata Group, founded in 1867 by Jamsetji Tata, is one of India's biggest conglomerate with its headquarters based in Mumbai. Ratan Tata became the interim CEO after Cyrus Mistry was ousted as the chairman of Tata Sons, the group's holding company. A trust governed the Tata family controls 66% of Tata Sons.

The board, led by Ratan Tata, decided to remove Mistry as the chairman on October 24, 2016, which led to a bitter spat. While Mistry accused Ratan Tata of running the group like his personal fiefdoms, Tatas took the legal route and filed caveats against Mistry and his firm accusing them of embezzlement. Harish Manwani, the chairman of Hindustan Unilever LTD has been lined up as a possible successor to Cyrus Mistry for Tata Group, after Interim CEO Ratan Tata completes 4 months in the US \$100-billion salt to software conglomerate.

Among the many companies owned by Tatas is Tata Steel which after the acquisition of UK-based Corus Steel became world's largest steel company. National carrier Air India also traces its origins to the Tata Group; Tata Airlines founded by Jamsetji was later nationalised and rechristened Air India. Tata Sons along with Singapore Airlines also started an Indian domestic airline called Vistara which commenced operations on January 9, 2015.

In 2017, there have been reports about Tata Group and Bharti Enterprises to have discussions to evaluate a mega alliance with their telecom, overseas cable and enterprise services, and direct-to-home TV businesses have been emerging.



## JAGUAR E-PACE BUILT ON TWO CONTINENTS TO SATISFY CUSTOMER DEMAND

Jaguar Land Rover has confirmed that the newest member of its Jaguar PACE family, the E-PACE, will be manufactured on two continents to satisfy expected customer demand for the compact SUV.

From late 2017, the Jaguar E-PACE will be the first vehicle to be produced as part of Jaguar Land Rover's contract manufacturing agreement with Magna Steyr, an operating unit of Magna Inc, in Austria. It will be joined by the all-electric Jaguar I-PACE from 2018. The Jaguar E-PACE will also be manufactured at Chery Jaguar Land Rover's state-of-the-art manufacturing plant in Changshu. This will be exclusively for Chinese customers and the car will go on sale in China in 2018.

Wolfgang Stadler, Executive Director Manufacturing said, "The UK is the heart and soul of our manufacturing, design and engineering capabilities. However, with our UK facilities operating close to capacity, our contract manufacturing partnership with Magna Steyr and our joint venture in China provide additional volume, agility and flexibility to deliver the new Jaguar E-PACE alongside our other exciting vehicle launches this year."

Designed and engineered in the UK, the Jaguar E-PACE is a five seat compact SUV that packs the design and performance of a Jaguar sports car into a spacious, practical and connected all-wheel drive vehicle. It joins the I-PACE Concept all-electric SUV and the World Car of the Year winning F-PACE performance SUV. With around 80,000 vehicles sold since launch in 2017, the F-PACE is the fastest selling Jaguar in the company's history and there is a clear customer demand for a compact Jaguar SUV. Global manufacturing strategy.

The UK is the heart and soul of Jaguar Land Rover's business and remains at the centre of the company's design, engineering and manufacturing capabilities. Over the past five years, it has employed more than 22,000 people taking its workforce to more than 42,000. It has invested more than £12 billion in new product creation and capital expenditure.

During this time, the Company has invested heavily in its UK vehicle manufacturing facilities at Castle Bromwich, Halewood and Solihull to support the introduction of all-new vehicles such as the Jaguar F-PACE, Range Rover Velar and the new Land Rover Discovery. It has doubled its investment in its engine plant in the UK to almost £1 billion – the largest injection into a new British manufacturing plant in decades creating several hundred new jobs.

Jaguar Land Rover has plans to expand its advanced engineering and design centre in Coventry and to invest in the National Automotive Innovation Centre at the University of Warwick.

With plans already in place to take Jaguar Land Rover's three vehicle manufacturing plants in the UK close to their operating capacity, the creation of overseas manufacturing facilities delivers additional volumes needed to support the company's future strategy. It allows Jaguar Land Rover to offer its customers even more exciting new vehicles, to protect against currency fluctuations and to build a globally competitive business.

Jaguar Land Rover confirmed plans for its first overseas manufacturing plant in 2012 when it signed a joint venture agreement with Chery Automobile Company Ltd in China. Since then, it has started production of the Range Rover Evoque, Land Rover Discovery Sport and Jaguar XFL in China; opened its plant in Brazil and made significant progress with the construction of its new manufacturing plant in Slovakia.

### Land Rover walks a fine line as it prepares a Defender for a new generation

In 2015, Land Rover ended the Defender's outstanding 32-year production run. We've been Defender-less ever since, but the company is working on a brand-new model that's scheduled to make its debut soon. New details shed insight into what we should — and, importantly, shouldn't — expect from the truck.

Replacing the Defender is a Herculean task. That's partly because it's a model that has never been replaced before, and partly because it's become a true icon in the automotive world. The new model needs to appeal to current owners, including some who have been driving a Defender since the Reagan administration, while luring in a new generation of buyers, including some who have never set foot inside the original car.

Land Rover design boss Gerry McGovern is thus walking on a tightrope. He told industry trade journal Automotive News Europe that the next Defender won't be a "facsimile" of the original model. In other words, the boxy styling that traces its roots back to the very first Land Rover model won't return. Instead, the Defender will borrow styling cues from recent additions to the company's portfolio, like the Velar which was introduced a couple of months ago and the fifth-generation Discovery.

When we drove the Defender, we noted the interior was about as high-tech as a 1990s VCR. Tech features will trickle down from other Land Rover SUVs to propel the venerable nameplate into the 21st century. Ultimately, it could even receive some of the trick semi-autonomous software the company is developing for off-road use. But fear not, the truck will be at least as rugged as its predecessor. "You'll be able to kick the hell out of them and they'll get up for more," McGovern said.

So, when will we see the next Defender? McGovern told Automotive News it's "not far away," which could mean anything. If you ask us, there's a good chance we'll get a few more morsels of information this fall at the Frankfurt Auto Show. And, we wouldn't be surprised to see it in the metal next year in Geneva. The good news is that the Defender nameplate will finally return to the United States after a decades-long hiatus. Stay tuned, we'll update this page as soon as we hear more.



## Tata Q501 based on Land Rover Discovery Sport spied testing in India

The Tata Q501 will be based on the Land Rover Discovery Sport platform and is expected to be powered by a 2.0-litre MultiJet diesel engine sourced from FIAT.

Tata Motors is currently testing a premium SUV which will be based on the Land Rover Discovery Sport platform. Recently, the car was spied testing in India disguised as the Discovery Sport. Internally codenamed as the Tata Q501, the SUV has been yet again spied testing in Pune. The new images come courtesy of a Team-BHP reader, while the person was also able to shoot a video of the Tata Q501 which was trying to overtake the bus. Along with the Q501, Tata Motors is also working on another SUV codenamed Tata Q502, which will be launched next year in India. Both the SUVs will be premium offerings from Tata Motors and will be positioned above the Tata Hexa.

The Tata Q501 will be jointly developed by Tata Motors and Land Rover, sharing technology and components. The Q501 will be based on the Discovery Sport platform while it is expected to be powered by a FIAT-sourced 2.0-litre MultiJet diesel engine. The test mule seems to be in the early stages of development, with Tata Motors testing the engine and mechanical bits. To further disguise the vehicle, the Discovery Sport body seems to be juxtaposed on the ladder-on-frame chassis. The Tata Q501 will fill the gap between the top-end Hexa and the entry level Land Rover SUVs while the car will compete against the likes of the Toyota Fortuner, Ford Endeavour, Hyundai Santa Fe and the Chevrolet Trailblazer among others.

Coming to the interiors, the interiors on the Tata Q501 test mule look slightly different as compared to the Land Rover Discovery Sport. That said, the interiors on the production ready Q501 will be nothing short of extraordinary, taking into consideration the recently launched Tata Hexa. Under the hood, the Tata Q501 will be powered by a 2.0-litre four-cylinder MultiJet diesel engine that produces 168 BHP of maximum power while developing 360 Nm of peak torque. This diesel unit will come mated to a 6-speed manual as well as automatic transmission while the car will also get 4x2 and 4x4 drive-train options.

We can expect Tata Motors to showcase the Q501 at the upcoming 2018 Geneva Motor Show as a concept, just like the Hexa, Nexon and the Tigor while the SUV is expected to make its Indian debut by late 2018. Expect the Tata Q501 to be priced in the range of INR 20 lakh to INR 25 lakh (ex-showroom Delhi).



### SOLID SALES IN JULY FOR JAGUAR LAND ROVER

	July	% change YOY	Apr – July	% increase YOY
Jaguar Land Rover	46,074	4%	183,537	4%
Jaguar	12,964	(2)%	54,230	20.5%
Land Rover	33,110	6%	129,307	(2)%

Retail sales for Jaguar Land Rover totalled 46,074 vehicles in July, up 3.6% on July 2016. Retail sales in July were up 34% year-on-year in China reflecting the introduction of the long wheel base Jaguar XFL as well as strong sales of the Jaguar F-PACE, Discovery Sport and Evoque. Retail sales were down in the UK (1%), Europe (6%), North America (3%) and Overseas markets (6%). Andy Goss, Jaguar Land Rover Group Sales Operations Director, said: "July has been another successful month for Jaguar Land Rover, particularly in China, where we reinforced our commitment to the market by opening our new engine plant in Changshu on 21 July. "Year on year, we have seen an increase in sales for Land Rover, led by continuing strong sales of the Discovery Sport and Range Rover. The new Range Rover Velar has already reached customers in the UK and Europe and we anticipate continued strength of sales as Velar continues to go on sale around the world."

Jaguar sales reached 12,964 vehicles in July, down 2% on July 2016. Land Rover retailed 33,110 vehicles in July, up 6% year on year, reflecting the sales of the new Discovery and Range Rover as well as the introduction of the new Range Rover Velar.

### WINNERS ANNOUNCED FOR 2017 LAND ROVER BORN AWARDS

Ålesund, Norway – Land Rover and BORN are pleased to announce the winners of the Land Rover BORN Awards 2017. Nine winners were honoured at a ceremony in Ålesund, Norway, chosen from an initial pool of more than 5,925 entrants spanning multiple creative industries across the BORN market network:

Bruno Moinard of 4BI & Associés (Architecture Design Prize)

Vanessa Stofenmacher of Vrai & Oro (Sustainability Prize)

Artist Terry Rodgers and Marc Larminaux of Lalique (Bespoke Design Prize)

Bodo Sperlein of Bodo (Home Design Prize)

Marco Biancullò, Fabio de Silva, Carlo Borromeo and Filippo Sgalbazzi of Borromeo & De Silva (Leisure Design Prize)

Davide Jais of Coast Society (Lifestyle Fashion Prize)

Fabien Nauroy of Native Union (Design Objects Prize)

Anders Bringdal and Alain Thébaud of SeaBubbles (Technology and Innovation Prize)

Professor Jacques Proust of Nescens (Wellbeing Prize)

Three special prizes were also awarded:

Julie Brangstrup of Cash & Rocket (Social Impact Prize)

Anthony Delon of Anthony Delon 1985 (Re-Born Prize)

Elena and Giulia Sella of DesignByGemini (Emerging Talent Prize)

The collaboration between BORN and Land Rover is founded on mutual respect for the importance of design in changing the world and a shared belief in the principles of innovation, creativity and beauty. As in previous years, this year's award was created by the Land Rover design team.

The 2017 Land Rover BORN Awards are themed around 'reductionism', embodied in the new Range Rover Velar, with its elegant, technologically rich form. It follows a successful collaborative exhibition held by BORN and Land Rover focusing on the same theme at Milan Design Week in April.

Gerry McGovern, Chief Design Officer Land Rover, said: "The common principle that Land Rover and BORN share – that design can, and does, change the world – looks to be as healthy as ever on the strength of this year's Awards winners.

"Every year, the Awards bring together the brightest, the best and the most pioneering creators in the design industry, and every year the sheer scope of what is competing for the various prizes is staggering."

Jean-Christophe Chopin, founder and CEO of BORN, said: "With the culmination of the 2017 Land Rover BORN Awards, the BORN family has grown by 12 members, which itself already spans the globe and everything from fine art to sport and leisure design, interior design and architecture to homeware and fashion.

"I founded the BORN market network to offer a platform for designers and brands to showcase their creations, to connect with design lovers and to bring them together with other innovators in the industry – but BORN is more than that, as these winners show. "From 4BI & Associés' beautifully renovated wine cellar at Chateau Latour to the sustainable diamond jewellery of Vrai & Oro, the incredible flying boat from SeaBubbles to Terry Rodger's Sirènes vase for Lalique, some of the most inspirational creations in the world have been showcased by this year's Awards. It's a privilege for BORN to recognise such talent."

The 2017 awards ceremony is the first to be held outside Courchevel, France. Also new this year is the 'BORN Conversations' summit. Conceived by Jean-Christophe Chopin in collaboration with Christophe Amenc and Thierry Malleret, co-founders of the Summit of Minds conference, it takes place in parallel to the Awards in Norway. The summit will offer a platform for discussion and sharing ideas. It will focus on the intersection of creativity and business, and the difficulties of balancing the two. BORN Conversations will be launched on a larger scale in London in 2018.

Registration will now open today for the Land Rover BORN Awards 2018 on [Born.com](http://Born.com). The Awards are open to everyone, whether a new brand or a creative veteran, and are judged on the criteria of innovation, sustainability, desirability and relevance, as well as on the basic premise of a successful and inventive combination of beauty and functionality.

### Intense Product Launch Activity Creates a Busy First Quarter 2017/18

Jaguar Land Rover Automotive plc, the UK's largest vehicle manufacturer, today reported its results for the Quarter ended June 30 2017 showing an encouraging customer response to the company's innovative product portfolio.

Retail sales for the quarter reached 137,463 vehicles, up 3.5% on the previous year led by the 2017 World Car of the Year, and Women's Car of the Year award-winning Jaguar F-PACE (up 86% year on year), following a sequence of successful market launches. Continuing strong demand was seen for well-established models such as the flagship Range Rover (up 14%) and freshly launched models such as the long wheelbase Jaguar XFL in China (boosting overall XF sales by 22%). Sales were up year-on-year in China (30%) and North America (16%), while remaining stable in Europe and down in the UK (14%) including the timing impact of Vehicle Excise Duty introduced in April 2017. Revenue for the quarter was £5.6 billion, up £244m. Profit before tax was £595 million, up from £399 million in Q1 2016, including a £437 million one-off credit relating to recent changes designed to improve the sustainability of the company's defined benefit pension plans. This was offset by the expected seasonality of sales in Q1 following a strong Q4 of 2016/17, plus the continuation of launch and growth costs.

Dr Ralf Speth, Jaguar Land Rover Chief Executive Officer, said: "In challenging market conditions we are continuing to plan for profitable, sustainable growth. Our teams have been hard at work creating world-class cars in an unprecedented level of launch activity for Jaguar Land Rover. Cars such as the award-winning Jaguar F-Pace, the stunning Range Rover Velar with its new Blade technology and the versatile Land Rover Discovery have stimulated a fantastic customer response to new products. "In addition, the forthcoming Jaguar E-Pace, Jaguar XF Sportbrake and electric Jaguar I-Pace will ensure that we will strengthen our portfolio and attract yet more new customers." In 2017/18 financial year, Jaguar Land Rover plans to invest more than £4 billion on exciting new products, innovative technologies, and increasing manufacturing capacity.

Dr Ralf Speth, Jaguar Land Rover Chief Executive Officer, said: "In challenging market conditions we are continuing to plan for profitable, sustainable growth. Our teams have been hard at work creating world-class cars in an unprecedented level of launch activity for Jaguar Land Rover. Cars such as the award-winning Jaguar F-Pace, the stunning Range Rover Velar with its new Blade technology and the versatile Land Rover Discovery have stimulated a fantastic customer response to new products. "In addition, the forthcoming Jaguar E-Pace, Jaguar XF Sportbrake and electric Jaguar I-Pace will ensure that we will strengthen our portfolio and attract yet more new customers." In 2017/18 financial year, Jaguar Land Rover plans to invest more than £4 billion on exciting new products, innovative technologies, and increasing manufacturing capacity.



## Range Rover Velar buyers pigeonholed

But Land Rover's new mid-sized luxury SUV will cast a wide net to catch other flight risks. Jaguar Land Rover is committed to offering every possible variant in every market around the world, including Australia, but buyers will flock to certain models, says Tim Krieger, General Manager of Communications and Public Affairs for Jaguar Land Rover Australia. Speaking in Norway last week for the global launch of the Range Rover Velar, Krieger said that the new SUV would be JLR's first attempt at implementing the 'full-range' practice in Australia.

"In the past, where we may have offered... certain derivatives at a certain level, we are now offering every engine, every derivative," he said. "This is from Velar onwards, it's a global strategy of offering consumers a much wider range of choice.

"Velar is the first program where that will be in place..."

Krieger fully expects some Velar variants will be more popular than others in Australia, but at this stage it's purely conjecture. JLR won't know whether the strategy will work until the vehicles actually arrive here and begin selling. "I think from our perspective, we have a view on what will be the sweet spots in the range; at the moment, early indications are – no surprise – diesel is going to be the favourite engine. And then in terms of the early orders, R-Dynamic and diesels at SE and HSE trim..."

That leaves petrol variants and low-spec models on the fringe of the company's local sales base. Short of the high-performance Velar SVR that's in the works, the new SUV will launch here in a full range from October.

In the past, JLR has refrained from bringing out models that occupy smaller niches in the market. In one memorable example, the importer chose to leave the previous model of XF Sportbrake off the menu in Australia while the federal government grappled with the ISOFIX child safety restraint system.

There's an obvious parallel with Audi in JLR's new product planning model; the German brand has frequently launched essentially a full range of variants from each core model line in Australia. Krieger says that as far as he's aware JLR is not consciously following Audi down the same path. "I can't say that it was based on Audi; it's the direction that our global marketing team have decided to take," he said. "I don't particularly think it's: 'Well, we're going to follow what Audi would do or BMW would do'. "It's more about offering the widest possible consumer choice, and rather than relying on people in local offices to make that decision, we'll make that at a global level."

It's a costly, high-risk approach, particularly for small-volume brands like Jaguar and Land Rover in smaller markets like Australia. If the company is holding parts inventory for cars that have sold in tiny numbers only that's an incremental on-going cost over a period of years, to say nothing of the training for technical staff for drivetrain variants that wouldn't be released here. Then there are other logistical considerations, printing brochures and other point-of-sale material, for example.

Yet the strategy may also prove highly effective as a sales tool if JLR can offer buyers sub-niche variants that the German brands can't directly match. Despite JLR's determination, there will be some models, that just won't make it to Australia. One such model is the Jaguar XE SV Project 8, which is to be built in left-hand drive only. Krieger says that JLR Australia expressed interest in the high-performance XE, but its left-hook specification precluded it from any further consideration for Australia. For the number of cars JLR might have sold in Australia, it was probably a fair call.

## Land Rover design chief embraces 'modernity'

Gerry McGovern says younger generation will drive forward-looking future design. Nostalgia for toggles, dials, knobs and rocker switches has no place among the design team at Land Rover, according to the company's Chief Design Officer, Gerry McGovern. Speaking with Australian journalists during the global launch of the Range Rover Velar and the four-cylinder Jaguar F-TYPE, McGovern informed the correspondent for motoring.com.au that the Velar's Touch Pro Duo infotainment system would not be a short-term fad eventually going the way of corduroy bellbottoms and paisley shirts.

Other than two rotary dials in the lower section of the centre fascia the Velar's smartphone-style interfaces – there are two of them – operate by dragging a finger over touch-sensitive surfaces to swipe, scroll or select. It's an example of what McGovern calls 'modernity' in practice. The Land Rover exec is not using the term modernity in a lay sense, he's referring to a design movement that can trace its origins back many decades.

"Well, modernity isn't the fashion, because... the first step into modernity was in the 1930s with German design school Bauhaus – and we really saw it expanding in the mid-century, in the 50s in America and in Britain, post-war. That's the modernist approach to architecture, to design in general... it's been around for a long time, and what is great about that now is that the technology that we've been able to develop is really enabling that type of design approach.

"There's always a level of fashion that comes into communications or connectivity... but I don't think it's going to suddenly go away and we're going to go back to lots of switches..."

There are different schools of thought where automotive ergonomics are concerned. BMW incurred the wrath of motoring journalists all over the world (and consumers too) when it introduced the first iteration of iDrive with its single-point controller. But in adopting smartphone operational ergonomics car companies seem to be on a winner. Land Rover's Touch Pro Duo is a generally easy system to use, despite the sophisticated level of multi-tasking available to users. Even if consumers should want an infotainment interface of a more traditional kind, Land Rover won't be swayed, says McGovern. "We have to remember that we're designing for a new generation,





and maybe the likes of us... we still want nostalgia. But there's a balance to all of this. That's why in terms of our heritage we're very cognisant of it, very respectful of it, but we need to move it on, because if we don't then we're perceived as being retrospective... for me that's a slippery slope."

Asked how far his 'reductionist' vision of instrumentation and controls could go, McGovern pointed out that in theory, level five autonomous vehicles could take all controls out of the driver's hands. Although he didn't say as much, infotainment and comfort/convenience features could be ultimately controlled by voice – or the Velar's Touch Pro Duo system could be further refined for touch and/or gesture control.

"There's the legal implications, there's our own in-house standards," McGovern explained. "I think there's a balance... maybe the vehicles that are specifically targeted to a younger profile, you could take them switches and dials out completely, whereas to a more established profile there's that comfort in knowing there's something there that you can still operate in a conventional way.

"For me, there's that thing about overload information. At the end of the day you're driving a dangerous object. It's a driving machine, and I think too much visual confusion in the interior is a bad thing."

The Land Rover designer says that the bleeding-edge aspirations of his team sometimes need to be reined in.

"There's always a natural tendency, particularly for our engineers, because they're bright, to want to put more and more in. I have to remind them: 'Look, you're not designing for yourselves, you're designing for consumers, and they're not wired in the same way you are, and we need to be careful that we don't make things over complex'."

On that front, if the Velar is any indication, it's a case of so far so good.

### Land Rover on a 'journey of transformation'

How a vehicle looks and what it says about its owner are crucial to its sales success, says Land Rover design boss.

Land Rover is a long-established brand, but in its current guise it's nothing like the company founded in 1948 to sell off-road vehicles to farmers in the UK. Its first brand shift came with the original Range Rover in 1970. Discovery was another milestone along the path to a new image, but with the company's sale to Tata that progression has picked up pace.

"Land Rover is certainly on a journey of transformation," Chief Design Officer Gerry McGovern told Australian journalists attending the global launch of the Range Rover Velar. "We've come from being a specialist brand to more of a universally broader appealing brand." Although McGovern didn't say in so many words, the Range Rover Evoque has opened up the brand to female buyers who might not have previously considered buying a Land Rover. "I think we've already demonstrated that Land Rover as a brand can stretch," McGovern says. "I mean, who'd have thought we'd have a car like this Velar for Range Rover? Who'd have thought that we'd even have an Evoque? I remember when we developed the Evoque they said I was around the twist. "We'll sell 20,000 of those, the marketing guy said to me. We haven't seen him for a while. 130,000 a year for seven years..." McGovern drily remarked. "That car saved us."

Land Rover's three-family design strategy, far from keeping the lines "disparate" and distinct, brings the three lines closer to each other than was the case in the past, before Freelander morphed into Discovery Sport and became part of the Discovery family, to use one example.

Entwined within brand image is vehicle design. And design seamlessly feeds into the three-family strategy. Elements like utility, crash safety and aerodynamics can influence how a vehicle looks, but there's still plenty of latitude for the designer to be creative with the end product, according to McGovern. However, restyling a car with a well-established presence in the market – such as the Range Rover, for instance – is a bigger challenge than starting afresh for a vehicle like the Velar.

"Let's put the aerodynamics to one side for a moment... we've got these three different families, which I think enable us to differentiate them – Range Rover, Discovery and Defender – and that will all make sense when that all comes together. And within those families there has to be a hierarchy.

"So Range Rover is... the crown jewels, and it's the things like formality, elegance, sophistication. The levels of those you dial up between one vehicle to another that creates that hierarchy of positioning. And incidentally, when I first came into the business, we never worked in that way; it was do one vehicle at a time.

"With Tata coming along and the way they invested in us, they afforded us the ability to look at this brand and 'future' it holistically so we understood what were all these things coming, and how could they relate to each other..."

These days, design and branding are the two key aspects of any vehicle that set it apart from its rivals, says McGovern.

That's particularly true of Land Rover's families – Range Rover, Discovery and Defender. Models within those families (and some of Jaguar's model lines too) share platforms and drivetrains, but it's how they look and what they stand for that distinguishes them. The Jaguar F-PACE and the Range Rover Velar are classic examples of the syndrome.

Even between unrelated brands, volume-selling cars are moving upmarket and the whole automotive industry is developing robust technology that's also affordable across the entire market spectrum. This convergence will force manufacturers – particularly prestige manufacturers – to focus ever more effort on brand management and design.

McGovern prides himself on being a 'designer', not a 'stylist'. The latter is all about fiddling around at the edges, placing a line here or there, he says. A 'designer' has a much broader overview. And that makes him the right person for the job at a company with design morphing to match the brand image. McGovern argues that in the Land Rover context, design and engineering are equal partners, whereas in other companies engineering comes first – and design is secondary to that in the product development hierarchy.

"We're not just preoccupied with the overall surface, we're preoccupied with the way the car is designed in the overall sense – and that clearly is fundamental in the way you proportion the car in the first place, together with the interior volumes, the packaging, the seating... all those sorts of



things." So there's a collaborative effort going on between designers and engineers within Land Rover's product development team. With engineers given an equal say in the way a car evolves from concept to production, functionality remains a significant factor in the design parameters, and McGovern admits that functionality can be an appealing trait in vehicle design.

"Of course it can... I'm not saying it's not. When people think of 'functional', think of 'utility', they generally think of 'cheap', but you can have really high-end... sports equipment, diving gear, all these sorts of lifestyle products that are incredibly durable and functional – incredibly expensive as well."

Although McGovern didn't want to discuss the Defender replacement, which is believed to be still two to three years away from production, his statement suggests that the new model in the utilitarian family promises to be much more stylish than the Defender – or the DC100 concept that failed to gain traction among Land Rover fans.

The take-out from this is that the next Defender will be stylish in ways that the original Land Rover never was... but it will still be 'a Defender'.

### **Land Rover Owners' Club of Gippsland, Minutes of Meeting Held On Monday 3rd of July 2017**

Meeting started at Gippsland Land Rover Showrooms at 8:02p.m.

#### **Attending.**

David Murray, John Jennings, Ted Allchin, Shirley Allchin, Craig Murray, Dorothy Prince, Ron Prince, Brian Johnson, Les Warburton, Ross Howell, Sue Howell, Wayne Foon, Sharna Cole, Rod Catchpole, Loris Catchpole, Eric Shingles, Ian Blake, Ian Webb, Jim Hood, Jill Beck, Charlie Calafiore, Alan MacRae, Greg Rose, Lois Rose.

#### **Visitors:**

Richard Beilharz.

#### **Apologies:**

Chris Lee, Shaun Johnson, Siobahn Walker, Ken Markham, Sue Markham, Don Little, Shirley Little, Mal Trull, Terry Heskey, Barb Heskey, Alan Harlow, Tonee Harlow, John Kerr, Heather Kerr, Jan Parniac, Collette Parniac, Bruce Coulter, Bob McKee, Annette Fleming, Daniel Vitale, Helen MacRae.

#### **News from travellers:**

Alan and Jan seem to have taken their scantily clad aquatic exploits at Talbotville to a whole new level at Lorella Springs. Incriminating photo circulated.

Bob and Annette have suffered the misfortune of having the rear axle of their caravan head off on its own 10km north of Winton in Western Queensland. They will be having an extended stay in Queensland care of RACV Total Care and Insurance. Photos circulated.

#### **Guests.**

Richard Beilharz is a Unimog owner, past owner of ex military Land Rovers and member of the LROCV.

#### **Minutes of Previous Meeting**

Moved: Sue Howell; Seconded: Jim Hood

Business Arising: Nil

#### **Correspondence:**

In: LROCV Review magazine, Obsession magazine, thank you from Jim Hood.

Out: Nil

Emails:

No reply to the email to Terry Heskey's driving skills contact.

#### **Treasurer's Report**

Moved: Alan MacRae; Seconded: Ian Blake

Club fees of \$75 are due now. A reminder that you must be a paid up member to join in club trips. This ensures insurance cover through Four Wheel Drive Victoria.

#### **Publicity Officer's Report, Charlie Calafiore.**

Name tags have been ordered.

All new Discovery was launched last week. Deliveries commenced on the 24th.

Charlie attended the launch at Torquay including driving at Linfox proving grounds.

"It is a spectacular car", reports Charlie.

There will be a local launch of the new Discovery on Saturday August 12th. Club members could organise a longer test drive on different days. See Charlie if you are interested.

There will be Velar training this month for the soon to be released new Range Rover model.

Charlie spoke about the Control Touch Pro App which operates a locked car and a sports bracelet that deactivates your normal keys so that they can be safely locked in the new Discovery while you go swimming or on some other activity.

Insurance on these new Discoverys is cheap as there haven't been any claims!

#### **Editor's Report**

Eric Shingles hopes you like the newsletter and is always looking for more items.

Every one is very impressed with the new paper quality for the Newsletter.

Alan MacRAe wanted to congratulate Eric on extending the information about the Dunsfold collection photos with added information from the website.

#### **Webmaster's Report**

Alan Harlow (currently touring Australia!)

#### **Technical Report**

John Kerr has had a coolant level issue with his Discovery 4 while travelling. Fan cowl has rubbed through one of the radiator hoses. John suggests checking that the hoses clear the cowl.



Events Co-ordinator's report. David Murray.

Past Events:

Saturday the 29th of July. Charlie Calafiore's Mirboo North Extravaganza.

Jim Hood, an ex Mirboo North resident, gave a report about the day's activities and Colin Kiel's car collection. Some club members had a full day in Mirboo North attending the market and lunching in town. Ian Blake was thanked by those who went on an extended wander on the way home. Charlie was thanked for organising an excellent day.

Future Events:

AUGUST

Sunday the 27th. David Murray is running a trip to sawmill sites in the Neerim South area. Trip leaves Neerim South at 9:30.

SEPTEMBER

Monday the 4<sup>th</sup> of September. LROCG Annual General Meeting.

At this meeting all committee positions will be declared vacant. Nominations for the positions will be taken from the floor and a vote will be held for any positions contested by more than one nominee. Marco Tripodi, Dealer Principal of our sponsors and supporters, VSL Motors, will be a guest at the September meeting and run the election of the new committee.

General meeting follows the AGM.

Saturday the 9<sup>th</sup> and Sunday the 10<sup>th</sup>. David Murray will run a trip in the Donnelly Creek and Toombon areas. Members can attend both or just one day. Details in newsletter.

September – Sunday the 24<sup>th</sup> of September. Wildflower trip north of Stratford, (easy trip however, yes, you will need four wheel drive!) The rare Aniseed Boronia (*Boronia galbraithiae*), which only grows in two small colonies in Central Gippsland, will be in flower. Plenty of other wild flowers out in the foothills at this time of the year too.

Meet at Stratford, park opposite the Library on the highway, 10:00. Trip limit of 8 vehicles.

Trip leaders Greg and Lois Rose. Please let Greg know if you intend to go on this drive.

OCTOBER

Monday the 2<sup>nd</sup> of October. LROCG Meeting.

NOVEMBER

Thursday the 2<sup>nd</sup> of November to Thursday the 9<sup>th</sup> of November. Melbourne Cup Weekend Base Camp.

Port MacDonnell, SA. Rod has secured 10 caravan sites and 2 cabins (both taken). Site fees are \$25.00 per night. Please advise Rod Catchpole if planning to attend. No deposit is being sought by park; so booking through Rod is preferred.

Details of Park if desired are; Port MacDonnell Foreshore Tourist Park E: [enquiries@woolwash.com.au](mailto:enquiries@woolwash.com.au) P: 08 8738 2095

Monday the 13<sup>th</sup> of November. LROCG Meeting.

Monday the 20<sup>th</sup> of November to Wednesday the 22<sup>nd</sup> of November.

LROCG / Parks Victoria combined working days at Horseyards with accommodation at Surveyors Creek Camp.

Currently fifteen people booked in – more welcome.

DECEMBER

Sunday the 10<sup>th</sup> of December. LROCG Christmas Meeting.

**2018.**

FEBRUARY

Sunday the 18th of February. Lardner Park (replacing Wandin) Victorian 4x4 Show.

Alan MacRae has suggested a display featuring all models of Discovery from Discovery 1 through to all new Discovery and Discovery Sport.

MARCH.

Friday 9<sup>th</sup>, Saturday the 10<sup>th</sup> and Sunday the 11<sup>th</sup>. Centenary of the Wonnangatta Murders. Major gathering at Wonnangatta Valley hosted by the Friends of Wonnangatta.

MARCH/APRIL

Easter Friday the 30<sup>th</sup> of March to Monday the 2<sup>nd</sup> of April.

Land Rover's 70<sup>th</sup> Birthday Celebrations and Get Together at Cooma.

PARKS VICTORIA DATES FOR 2018.

May. Saturday the 5<sup>th</sup> and Sunday 6<sup>th</sup>.

Venue to be decided early 2018. Wonnangatta, Kelly Lane Huts and Mayford have all been mentioned so far.

July. Sunday the 22<sup>nd</sup>.

Bar-b-que lunch along the Wellington River campsites north of Licola and general tidy up of the 14 campsites.

November. Monday the 19<sup>th</sup>, Tuesday the 20<sup>th</sup> and Wednesday the 21<sup>st</sup>. Talbotville revisited.

Four Wheel Drive Victoria Delegate's Report, Greg Rose.

Nil

General Business.

\*Venue for LROCG Christmas/December meeting. Sunday the 10<sup>th</sup> of December. Suggestions of Cowwarr Weir or East Tyers out of Rawson. Committee to decide.

\*Wayne Foon is now our Parks Victoria club liaison person. Wayne had this position prior to transferring with PV to the Bright area.

\*Seasonal Closure Gates. Greg Rose (as FWDV Regional Representative, Southern Alpine National Park) has accompanied Wayne Foon Parks Victoria Ranger Heyfield, on a few Season Gate checking and repair expeditions.

\*ParkConnect information session. Tuesday the 18<sup>th</sup> of July 2-4 p.m. 71 Hotham Street Traralgon. Attended by Siobahn Walker and Greg Rose. Club has been registered and we will use a combination of electronic volunteer registration for those with email addresses and the existing paper registration on future volunteer days.

\*Wayne Foon talked about ParkConnect. This volunteer registration system is moving away from a paper registration to an online computer system. This will make it easier to get information to people and to gather basic details. There will be no more paper forms. For those without computers Wayne will enter their information onto the computer.

Greg circulated his iPad with the club's ParkConnect page. Greg made special mention of the invaluable technical assistance given to him by Siobahn at the ParkConnect briefing.

\*In answer to a question from John Jennings; Greg's mythical 18 inch rims are in Perth.

\*Rod Catchpole reported the death of former member Colin Jewson.

\*Alan MacRae explained what the Dunsfold Collection is. Alan talked about this collection and showed photos of some of the impressive Land Rovers held by the Dunsfold Collection.

\*Craig Murray reported that Rudi Paoletti wants our club to swap responsibility for the Toombon Track to the Morning Star Water Wheel Track. Morning Star is one of the premium sites in the area. A decision will be made after both sites are inspected on David Murray's weekend trip.

\*Best wishes were offered to Craig for his marriage to Vivian on Saturday.

\*John Jennings has a truck driving friend who says alpine fuel is needed in sub zero winter conditions if stopping over night but not if travelling through. Wayne Foon added that Bairnsdale, Heyfield and Bright stock it over the winter season.

\*Rod Catchpole asked about the trip to Rotamah Island that PV Ranger Luke Marcius had mentioned. It is still in the pipeline but there are some access issues.

Meeting Closed at: 9:04p.m.

After the meeting club members were able to inspect the two All New Discoverys that were on the showroom floor.

### HISTORY LESSON: TOYOTA TAKES AUSTRALIA

Land Rover pretty much had free reign with customers globally before the Land Cruiser entered the market. Since then, Toyota appears to have succeeded in taking over as the off-road vehicle of choice. So what went wrong?

As the 1970s took hold and the world moved on, British car technology aged. British Leyland had little hope of keeping up with the times thanks to serious budget issues and a workforce/management team that were barely on speaking terms. In short, the UK car industry was a mess. By the time 1980 rolled around, you could still buy a British car with technology originally designed during the 1940s – the Series III Land Rover is a case in point. The original Land Rover was launched in 1948 to worldwide acclaim, offering practical, affordable and class-leading ability in the rough stuff. The ride may have been teeth-crunchingly hard, but this a deliberate decision, aimed at limiting drivers' over-exuberance on the often appalling rural conditions of the time; break the driver not the car. The Series II took over ten years later – very much the same vehicle, but with a larger engine, longer wheelbase and fewer sharp edges. The II became the IIA, and then in 1971, the Series III arrived. In reality, this 'new' vehicle wasn't all that far removed from the SIIA and its ancestors. Except for some minor technical tweaking, the Land Rover Series III was still age-old engineering in a changing climate.

Important global markets such as Australia and Africa cried out for bigger engines to deal with travelling long distances, but British management assumed what was good enough for Britain was therefore good enough for the rest of the world. The result was a vehicle that made longer trips a woeful experience. This lack of foresight and development left the market wide open for the Land Cruiser to step in and rake in customers. It proved to the world that owning an expedition vehicle needn't involve rebuilding the axle every 60,000 miles or replacing the points every time it rained. And although its leaf springs and four-speed gearbox were akin to the Land Rover of the time, the Toyota proved itself to be more dependable when it counted. The Japanese manufacturer's marketing line 'Toyota takes over the world' is perhaps a little disingenuous because without the Land Rover – or indeed the American Jeep – Toyota wouldn't have had the basis on which to tinker with an already proven formula. In essence, it was the Korean War in 1950 that created the Land Cruiser. A vulnerable Japanese government desperate for 1000 military vehicles resulted in the unfortunately titled 'BJ' in 1951, later to become known as the Land Cruiser. Land Rover didn't seem particularly concerned about the newcomer at first – the remains of the British Empire's loyalty to UK products seemed unassailable after all – but with Toyota production so close to Australia, import charges were lower, leaving the Land Cruiser too cost-effective to ignore. Land Rover's oily bubble burst almost overnight. The 90% market share once enjoyed by Land Rover Australia fell to just two percent following the introduction of the Land Cruiser, which was cheaper to mend, built properly and a whole new - and rather exciting - prospect. The Land Rover Series III and Land Cruiser FJ40 battle reached boiling point when the African market followed Australia's lead. It was time to fight back. Land Rover offered a Series III powered by a detuned Rover V8 from 1979, but to no avail. The introduction of the Range Rover made little difference either, since it appealed to a very different class of client. It wasn't until the launch of the coil-sprung One Ten and Ninety models that Land Rover got itself back in the game, but ongoing shortcomings continued to let it down. The situation remains largely unchanged today, and with no immediate Defender replacement on the horizon, Land Rover's opportunities are unlikely to improve. And yet today the Series III Land Rover is simple, charismatic and charming fun – whereas the Land Cruiser FJ40 isn't. It may have ironed out a few of the Land Rover's mechanical maladies, but the Toyota has very little else in its favour. It didn't, for example, appeal to Europeans or Americans – it only sold strongly in markets close to home. The Land Rover Series III, on the other hand, has fan clubs thriving all over the world.

The reason the FJ40 failed outside Australasia and the Middle East is simple – it's rather soulless. Taking the Land Rover recipe and successfully improving it stripped the FJ40 Land Cruiser of all character. Even its name was a Land Rover facsimile. The Land Cruiser only took off in Australia – then the rest of the southern hemisphere – because a coal mining deal led to increased demand for Japanese cars and trucks in those regions. Some say that, had it not been for this government deal, the situation would have been wholly different for Toyota and Land Rover.



## Land Rover Owners' Club of Gippsland. Minutes of the Annual General Meeting.

Meeting held Monday the 5th of September 2016.

Meeting opened at 8:00.

Attending: David Murray, Ron Prince, Dorothy Prince, Paul Whitehead, Bob McKee, Annette Fleming, John Kerr, Heather Kerr, Don Little, Shirley Little, Rod Catchpole, Loris Catchpole, Ken Markham, Susan Markham, Eric Shingles, Ian Blake, Jim Hood, Ross Howell, Sue Howell, Bruce Coulter, Charlie Calafiore, Greg Rose, Alan Mac Rae, Grant Williams, Ray Massaro.

Visitors: Nil.

Apologies: Marco Tripodi, Alan Harlow, Tonee Harlow, John Jennings, Ted Allchin, Shirley Allchin, Terry Heskey, Barbara Heskey, Helen MacRae, Monica Williams.

Greg Rose opened the meeting.

Moved that the minutes of the 2015 AGM be accepted, by Rod Catchpole. Seconded by Bob McKee.

Carried.

Treasurer's Annual Report presented by Alan MacRae.

Moved that they be accepted by Alan MacRae, seconded by Ken Markham.

Carried.

Business arising: Nil.

Greg read his President's report which highlighted a successful year for the club. The President's Annual Report will appear in the newsletter.

All positions were declared vacant.

Nominations for President.

Annette Fleming nominated Greg Rose. Seconded by Sue Howell. Greg accepted the nomination. There being no further nominations Greg was declared President.

Nominations for Vice President.

Greg Rose nominated Ian Blake. Seconded by Ken Markham. Ian accepted the nomination. There being no further nominations Ian was declared Vice President.

Nominations for Treasurer.

Rod Catchpole nominated Alan MacRae. Seconded by Jim Hood. Alan accepted the nomination. There being no further nominations Alan was declared Treasurer.

Nominations for Minutes Secretary.

Lois Rose nominated Tonee Harlow. Seconded by Greg Rose. Tonee accepted the nomination by text message. There being no further nominations Tonee was declared Minutes Secretary.

Nominations for Publicity Officer and Public Officer/Secretary.

Jim Hood nominated Charlie Calafiore. Seconded by Paul Whitehead. Charlie accepted the nomination. There being no further nominations Charlie was declared Publicity Officer and Public Officer/Secretary.

Nominations for Events Co-ordinator.

Ray Massaro nominated David Murray. Seconded by Grant Williams. David accepted the nomination. There being no further nominations David was declared Events Co-ordinator.

Nominations for Property Officer.

Greg Rose nominated Ross Howell. Seconded by Ian Blake. Ross accepted the nomination. There being no further nominations Ross was declared Property Officer.

Nominations for Editor.

Bruce Coulter nominated Eric Shingles. Seconded by Ron Prince. Eric accepted the nomination. There being no further nominations Eric was declared Editor.

Delegate to Four Wheel Drive Victoria.

Bob McKee nominated Greg Rose. Seconded by Ray Massaro. Greg accepted the nomination. There being no further nominations Greg was declared Delegate to Four Wheel Drive Victoria.

Ian Blake thanked Greg Rose for the work he has done as President.

Formal letter of thanks for support of the club to be sent, by Greg, to Ray Massaro as Dealer Principal for part of the previous club year and Marco Tripodi as the current Dealer Principal of Gippsland Land Rover.

AGM closed at 8:22.

A lawyer, who had a wife and 12 children, needed to move because his rental agreement was terminated as the owner wanted to reoccupy the home. But he was having a lot of difficulties finding a new house. When he said he had 12 children, no one would rent a home to him because they felt that the children would destroy the place. He couldn't say he had no children because he couldn't lie - and we all know lawyers cannot and do not lie. So, he sent his wife for a walk to the cemetery with 11 of their kids. He took the remaining one with him to see rental homes with the real estate agent. He loved one of the homes and the price was right - the agent asked: "How many children do you have?" He answered: "Twelve." The agent asked, "Where are the others?" The lawyer, with his best courtroom sad look, answered, "They're in the cemetery with their mother. MORAL: It's not necessary to lie, one only has to choose the right words.



Hoody's been carting hay