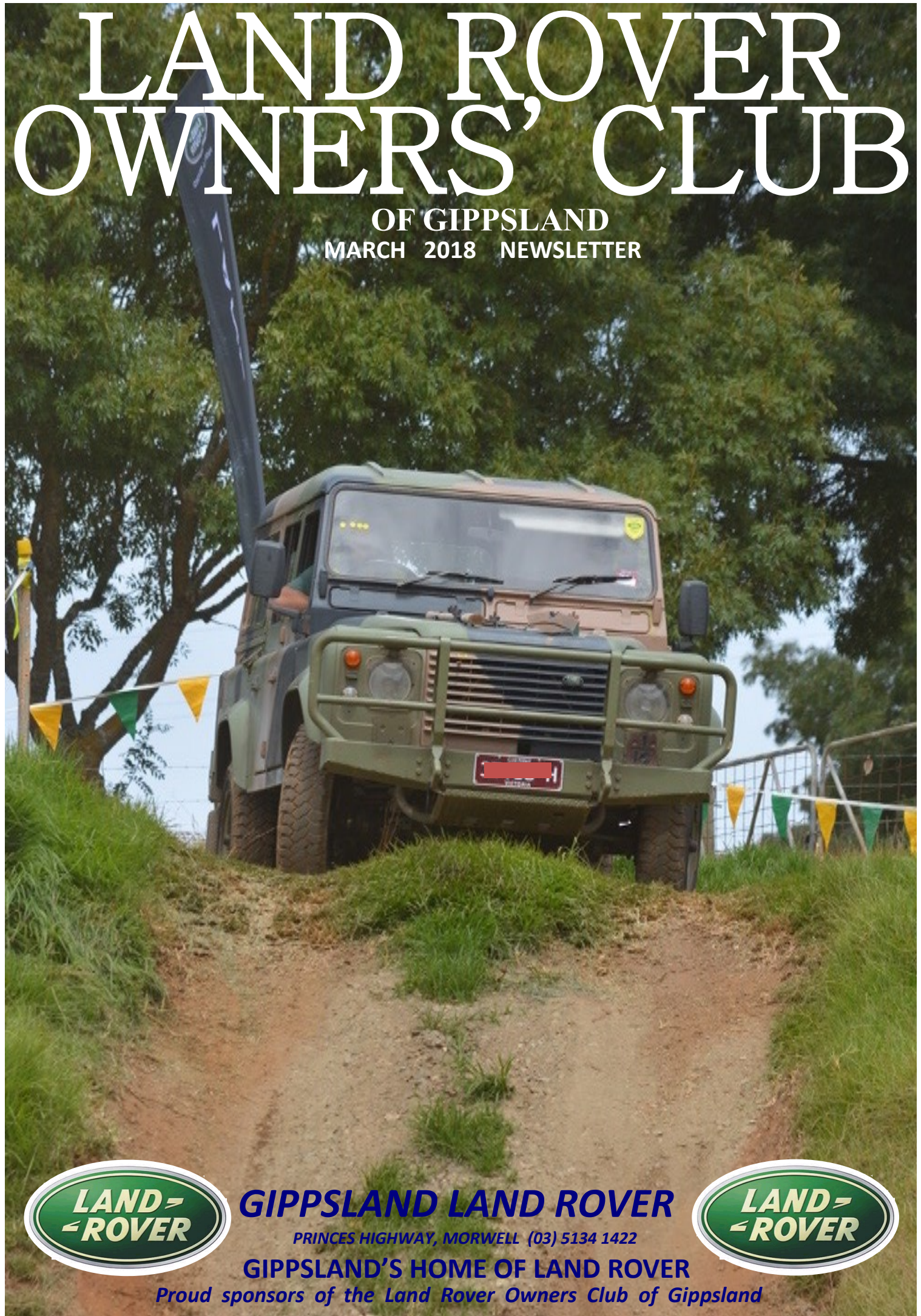


LAND ROVER OWNERS' CLUB

OF GIPPSLAND
MARCH 2018 NEWSLETTER



GIPPSLAND LAND ROVER

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LAND ROVER OWNERS' CLUB OF GIPPSLAND

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LROCG News March 2018.

April Meeting.

CHANGE OF DATE - Note the April LROCG Meeting will be held at Gippsland Land Rover showrooms, 8:00 p.m. MONDAY THE 9TH OF APRIL. Pre meeting dinner for those interested at the Morwell Italian Club as usual. This change of date is because the first Monday of the month is Easter Monday.

ARB Traralgon.

Our March meeting at ARB Traralgon was a great success. Approximately forty people attended. Daniel Rikken and his team, Matthew, James and Andrew, had the showroom set up for the meeting and provided platters of food plus tea and coffee. Everyone had complimentary ARB gift bags to take home too. With plenty of ARB product to look at and demonstrations of the new LINX accessory switching and monitoring system and tyre repairs there was plenty to keep us entertained. Quite a few club members took advantage of the specials and discounts to purchase new gear.

Honeymooners Return.

It was great to have seriously jet lagged Sharna and Wayne at the March meeting after their few weeks honeymoon in Vietnam.

Trips Being Planned.

There was plenty of discussion, after the March meeting, about extended trips for this year. Several members seem to be planning adventures north to warmer latitudes for the winter. We will all look forward to their travel stories when the winter is over.

Photo Competition, Big Prize!!

O.K. shutter bugs and travellers here's an opportunity for you. With all these planned trips and activities this year there should be some great Land Rover product in interesting places photographs. There will be a competition to for the best photo. The rules are simple. Your Land Rover, in a great location taken on a trip or at an event, it doesn't have to be an action photo. Maximum of two photos per club member. To be submitted in large file jpeg format to my email address, gro13624@bigpond.net.au. Entries will close on Friday 21st of September. Fantastic prize; Land Rover apparel of your choice from Gippsland Land Rover to the value of \$250. Thanks Marco! Marco Tripodi will be the judge. Winner to be announced at the October meeting, Monday the 1st of October.

Showroom News.

Yes, the new Land Rover / Jaguar facility is still going to happen. There has been a slight delay in the timing but the second half of 2018 should see exiting things occur. As a start Marco tells me he has ordered the new furniture!

Greg Rose.

This month's cover; David Murray's Perentie at Lardner on the Adventure circuit

A GOOD SERVICE IS RUNNING ON ALL ROUTES



Land Rover is running a tactical ad during the UK's "Snowmageddon" to illustrate that winter is when the vehicle comes into its own. The campaign is based on the insight that some owners enjoy driving in the snow, coupled with the timing of many train operators being forced to close lines and halt services this week due to the weather.

Land Rover Owners Club of Gippsland 2017-- 2018 Committee

President	Greg Rose	0427 456 546
Vice President	Ian Blake	03 5163 1520
Secretary	Tonee Harlow	
Treasurer	Alan MacRae	03 51744 256
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4WD Vic Delegate	Greg Rose	0427 456 546
Webmaster	Alan Harlow	

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

GERRY MCGOVERN WINS DESIGNER OF THE YEAR AWARD

Land Rover Chief Design Officer, Gerry McGovern honoured at Grand Prix du Design during Festival Automobile International in Paris

Prize awarded for original Land Rover designs and brand's influence on the car industry
'Masterpiece' Range Rover Velar SUV singled out for praise by international jury of experts

Gerry McGovern, Land Rover Chief Design Officer, was last night named Designer of the Year at the Festival Automobile International.

The Grand Prix du Design prize recognises McGovern's Land Rover designs and their influence across the car industry. The awards are decided by a 15-strong jury from the automotive industry, sport, architecture, fashion, design, culture and the media. Jury members at the Hotel National des Invalides included architect Jean Michel Wilmotte, stylist Chantal Thomas, designer Anne Asensio and Etienne Gernelle, President and CEO of Le Point magazine.

Rémi Depoix, President of the Festival Automobile International, said: "Gerry McGovern has been recognised by the jury of the 33rd Festival Automobile International of Paris for his astonishing masterpiece, the Range Rover Velar, and for his whole career.

"One of his remarkable achievements is to adapt Land Rover's DNA, a transformation that began with the Range Rover Evoque. The British automotive industry has been reinvented in Gerry's vision and Land Rover is an incredible success story. Congratulations to him and his team."

Gerry McGovern, Chief Design Officer, Land Rover, said: "It's an incredibly rewarding time to be a designer in the automotive industry and to be recognised by a jury from a wide variety of design disciplines shows the importance of design in all our lives.

"My team has worked tirelessly to create the most desirable vehicles that our customers will love for life – vehicles that resonate with our customers on an emotional level."

The all-new Velar, the fourth member of the Range Rover family, fills the space between the Range Rover Evoque and Range Rover Sport. Jaguar Land Rover has announced that from 2020 all new vehicles will be electrified. A new plug-in hybrid powertrain for the Range Rover and Range Rover Sport is available now.



Jaguar Land Rover to recall 17,500 cars with Takata airbags

Jaguar Land Rover is set to recall about 17,500 cars to replace potentially deadly Takata airbags. The British manufacturer says it is working to finalise a schedule to roll out replacement parts in Jaguar, Land Rover and Range Rover vehicles. As with a number of brands including VW, Audi, Ford, Holden and Mercedes, JLR did not issue recalls for replacement airbags until mandatory action was forced on carmakers by the ACCC this week. The manufacturer flagged its intention to recall vehicles after the ACCC proposed unprecedented mandatory recalls in 2017, though it is yet to commence repair work on Australian cars. A statement issued by the brand says it will roll out free replacements "as quickly as possible", making older vehicles its top priority.

"Customer safety comes first," it says. "It's why, in light of the Minister's decision, we are preparing a Recall Initiation Schedule for the ACCC's approval which will identify exactly which vehicles we will recall, the safest order of recall and when and how we recall them.

"No Jaguar Land Rover vehicles contain the alpha airbags that the ACCC has identified as posing the highest safety risk of all the recalled Takata airbags. However, we estimate that approximately 17,500 Jaguar Land Rover vehicles contain beta airbags that need to be replaced under the Minister's notice prior to 31 December 2020."

Defective Takata airbags have killed 23 people and injured a further 230 around the world.

Australian Jaguar Land Rover vehicles impacted by Takata airbag recalls

2016-2017 Jaguar XE

2009-2017 Jaguar XF

2017 Jaguar F-PACE

2007-2012 Range Rover Vogue

2015-2017 Land Rover Discovery Sport

Lebanese Army Receives 98 Military Vehicles From Saudi Arabia

Saudi Arabia has supplied Lebanese armed forces with 98 vehicles as part of military aid to the country, a Lebanese Defence Ministry source said Wednesday.

"As part of Saudi military assistance, new military equipment has been transferred to the port of Beirut. The kingdom has given 98 Land Rover Defenders to the Lebanese army,"



SUSTAINED CUSTOMER DEMAND BOOSTS JAGUAR LAND ROVER SALES

Solid demand in China has given Jaguar Land Rover a positive start to the year with an increase in sales of 16%. Globally sales were up by 3% to 49,066 units in January.

Challenging market conditions meant sales were down in the UK by 4% and in Europe by 9%. Overseas markets, such as Mexico, India and Brazil, saw more positive results, with sales up by 9% to 6,551.

Andy Goss, Jaguar Land Rover Group Sales Director, said: "The continued demand in China is encouraging however we are still facing challenges because of tough trading conditions in our key UK and Europe markets.

"We are also encouraged by the fact that all-new models including the Jaguar E-PACE and 2018 Range Rover and Range Rover Sport are just entering the market."

Jaguar sales were up by 1% year-on-year with 14,066 units sold amid strong demand for the Jaguar XF Sedan, including the long-wheelbase XFL in China.

Global Land Rover sales rose by 4% with 35,000 units sold, primarily reflecting continuing strong demand for the Range Rover Velar and Land Rover Discovery.

JAGUAR LAND ROVER REPORTS THIRD QUARTER RESULTS

Third-quarter retail sales rise 3.5% year-on-year to 154,447 units

Revenues increase 4.3% to £6.3 billion

Third-quarter pre-tax profits of £192 million reflect model change-overs and challenging trading conditions in key markets

Record quarterly investment of more than £1 billion in new automotive technologies, production and R&D facilities

Jaguar Land Rover Automotive plc today reported pre-tax profits of £192 million for the three months to 31 December 2017, as major investment in new models and challenging trading conditions in key markets offset a solid rise in unit sales.

In the third quarter, retail sales grew 3.5% to 154,447 units, driven primarily by a 14.6% increase in unit sales in China and an 18.2% rise in overseas markets. Increased sales in such markets reflected underlying demand for the new Range Rover Velar, the Land Rover Discovery, the recently-launched Jaguar E-PACE compact SUV and, in China, the long-wheelbase Jaguar XF. This improvement was offset by flatter demand in the USA, UK and Europe, and the impact of model year change-overs for the Range Rover and Range Rover Sport.

Revenues increased 4.3% to £6.3 billion. The third quarter pre-tax profit of £192 million represents an EBIT margin of 2.6%. In the same quarter of fiscal 2017, pre-tax profits were £255 million (3.9% EBIT margin) which were flattered by an £85 million insurance recovery related to the Tianjin port explosion of 2015. Profitability in the latest quarter was impacted by higher depreciation and amortization resulting from continued investment to drive profitable growth, as well as the model change-overs for the Range Rover and Range Rover Sport.

Dr Ralf Speth, Jaguar Land Rover Chief Executive Officer, said: "We have delivered credible financial results in a challenging period, during which Jaguar Land Rover has continued to over-proportionally invest in long-term growth and autonomous, connected and electric technologies.

"Despite headwinds and uncertainty in some markets, Jaguar Land Rover still delivered increased unit sales as we continued the launch schedule for new models including the significantly enhanced Range Rover family and all-new Jaguar E-PACE."

As part of the ongoing product offensive, global expansion and new technology programme, Jaguar Land Rover's investment spending exceeded £1 billion in the third quarter and is expected to be in the region of £4-£4.35 billion for the full year.

Dr Speth said: "This year is a milestone for Jaguar Land Rover as we prepare to launch our first ever electric car, the Jaguar I-PACE, and Range Rover plug-in hybrids. We continue to remain focused on delivering sustainable and profitable growth, and expect a stronger all-around performance in the fourth quarter driven by new models, seasonality, and improved profitability."

JAGUAR LAND ROVER REMAINS LEADING UK CAR AND ENGINE MAKER

In 2017 Jaguar Land Rover produced 532,107 cars in the UK

Ingenium clean petrol and diesel plant in Wolverhampton made 305,907 engines

£15bn invested in the past five years

Jaguar Land Rover UK's Number One for third year running

Car production figures fall year-on-year, following challenges in key markets

Jaguar Land Rover has been named the largest automotive vehicle and engine manufacturer in the UK in 2017. The British company produced 532,107 vehicles, a 2.3 per cent fall from a record high in 2016, at its three plants in Birmingham and Liverpool. It also produced 305,907 clean Ingenium engines in Wolverhampton.

The news comes as the Society of Motor Manufacturers and Traders (SMMT) announced that annual UK car production has fallen for the first time, having reached a 17-year high in 2016.

Dr Ralf Speth, Jaguar Land Rover Chief Executive Officer, said: "We are proud to strengthen our position as Britain's number one car manufacturer. "However, the car industry is facing a number of challenges that are undoubtedly impacting consumer confidence, particularly in the UK. Jaguar Land Rover must become as lean and fit as possible so that we can continue to invest in our autonomous, connected and electrified future."

More than £4bn has been spent on the company's vehicle and engine plants since 2010, bringing six all-new nameplates and two ultra-clean Ingenium engines to the market. In the last fiscal year alone investment stood at £400m to support the introduction of the Jaguar XF Sportbrake and Range Rover Velar. Plants also gained significant manufacturing technology and upgraded facilities to support continuous improvement.



LIMITED EDITION RANGE ROVER SV COUPÉ SET FOR WORLD DEBUT IN GENEVA

Land Rover announces the introduction of a new addition to the Range Rover portfolio – the Range Rover SV Coupé. Seductive coupé design pays homage to the original Range Rover, in Land Rover's 70th Anniversary year. No more than 999 examples of the Range Rover SV Coupé will be offered to clients worldwide, each hand-assembled by Special Vehicle Operations in Warwickshire, UK.

Range Rover SV Coupé will be revealed on 06 March at www.landrover.com and make its world premiere at Geneva International Motor Show as part of the Jaguar Land Rover press conference at 11:45 CET.

Land Rover today announces the introduction of the world's first full-size luxury SUV coupé. The new Range Rover SV Coupé will be a dramatic and desirable addition to the Range Rover portfolio, featuring a seductive body design and a supremely refined interior. Gerry McGovern, Land Rover Chief Design Officer, said: "The Range Rover SV Coupé is a highly compelling design with peerless refinement and uncompromised sophistication from its breathtaking exterior proportions to its sumptuous, beautifully appointed, interior. This is a vehicle that will resonate on an emotional level."

SV Coupé is a celebration of the Range Rover bloodline, with a dramatic two-door silhouette which alludes to its unique heritage – Range Rover launched as a two-door in 1970 – while being thoroughly modern and contemporary. The interior image released today illustrates the traditional skills combined with up-to-the-minute technologies utilised throughout the cabin to exquisite effect. Stunning to the eye, sumptuous to the touch, it is a light, contemporary, space where attention to detail has been paramount.

Land Rover Design and Special Vehicle Operations have created the Range Rover SV Coupé, which will be hand-assembled at the SV Technical Centre in Ryton-on-Dunsmore in Warwickshire, UK. Production will be limited to no more than 999 vehicles for worldwide distribution.

John Edwards, Land Rover Special Operations Managing

Director, said: "Land Rover created the luxury SUV sector with Range Rover almost 50 years ago. In launching the new Range Rover SV Coupé, we will offer clients an alluring combination of peerless luxury and rarity. Unveiling this special vehicle at Geneva International Motor Show in March, during Land Rover's 70th Anniversary year, will be a defining moment for Land Rover, the Range Rover portfolio and Special Vehicle Operations."



RANGE ROVER SPORT PHEV IS FIRST SUV TO CLIMB TO HEAVEN'S GATE

Plug-in hybrid (PHEV) performance SUV climbs towering 45-degree, 999-step staircase in world-first Dragon Road challenge. Range Rover Sport PHEV shows its dynamic breadth of capability on one of the world's most challenging driving roads before tackling the epic climb to Heaven's Gate rock arch in China.

404PS Range Rover Sport combines Ingenium petrol power with battery technology for supreme efficiency and performance – plus zero-emissions capability.

A dizzying 99 turns and 999 daunting steps didn't stop the new Range Rover Sport PHEV from completing a world-first at one of China's most famous landmarks. The petrol-electric performance SUV has become the first vehicle to climb the stairs to the natural rock arch of Heaven's Gate. The challenge began at the bottom of the legendary 11.3km Tianmen Mountain Road (known as the Dragon Road). The showroom standard Range Rover Sport P400e took on the demanding course, with Panasonic Jaguar Racing's Ho-Pin Tung behind the wheel and the Terrain Response 2 system in Dynamic mode.

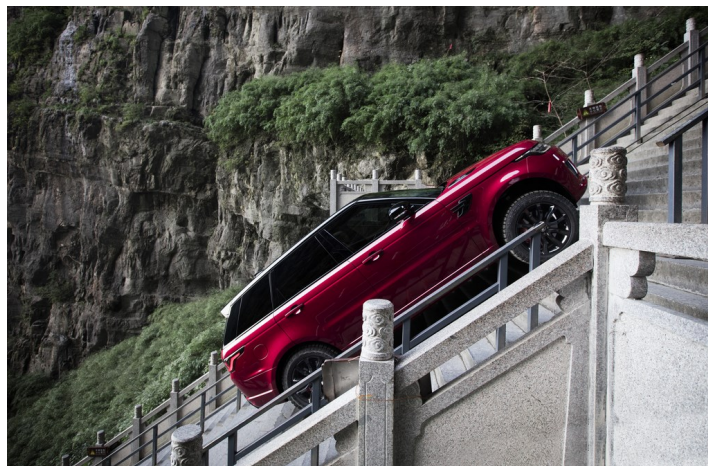
At the summit of the road, the Formula E driver optimised Terrain Response for the second part of the challenge, conquering the towering 45-degree staircase of 999 steps leading to China's legendary Heaven's Gate using a combination of Ingenium petrol and electric battery power. Ho-Pin Tung said: "I've experienced Formula E, Formula 1 and won at the 24 Hours of Le Mans but this was without doubt one of the most demanding driving challenges I've ever faced. The Range Rover Sport PHEV performed brilliantly as it inspired real confidence on the mountain road and climbed the stairs up to Heaven's Gate effortlessly."

The new PHEV powertrain gives the Range Rover Sport a zero-emission EV range of up to 50km when fully charged but Ho-Pin Tung used its advanced 300PS Ingenium petrol engine and 116PS electric motor to make short work of the road section of the challenge. The performance SUV then showed its uncompromised all-terrain credentials by climbing the steep staircase to the natural rock arch.

Phil Jones, Land Rover Experience expert, said: "This was the hardest Range Rover Sport challenge I've ever been involved with because, until we reached the top, we couldn't categorically say we would succeed. By making it to the summit, we've proven the phenomenal capability of the Range Rover Sport plug-in hybrid like never before – with a genuine world first."

The Dragon Challenge is the latest in a series of adventures completed by the Range Rover Sport after the PHEV model made its debut in a race against two-time open-water swimming world champion Keri-anne Payne and endurance athlete Ross Edgley in Devon, UK.

Previous exploits include a record-setting hill-climb at Pikes Peak, USA, a record crossing of the 'Empty Quarter' desert in the Arabian Peninsula and a 2,170m descent of the legendary Inferno downhill course in Mürren, Switzerland.



WHAT'S FOR DINNER?

LAND ROVER'S DISCOVERY IS THE PERFECT RECIPE FOR JAMIE OLIVER'S DREAM KITCHEN-ON-THE-GO

Jaguar Land Rover Special Vehicle Operations builds Jamie Oliver's dream kitchen

Wheels that churn butter, a slow cooker under the bonnet and a toaster in the armrest are just some of the kitchen gadgets on this bespoke Discovery

After five generations, the Land Rover Discovery has become the ultimate family car with seats for all seven of the Oliver family

Chef and TV personality Jamie Oliver and Jaguar Land Rover have created the ultimate kitchen on four wheels highlighting the versatility of a Land Rover Discovery. Jamie's bespoke family SUV comes with a host of cooking features including a slow-cooker, barbecue, ice cream maker, olive oil dispenser and will even churn butter as you drive.

Jaguar Land Rover's Special Vehicle Operations (SVO) worked with lifelong Land Rover fan and customer, Jamie, to bring his vision to life. The result is truly unique – it's the only Discovery in the world that has a toaster in the centre console and a rotisserie driven by the power take off. Other ingenious features include a slow-cooker that sits beside the engine, a pasta maker, a gas hob and a deployable dining table and worktop. There is even a herb garden and spice rack in the rear windows. Jamie Oliver said: "I gave Land Rover a massive challenge to create the ultimate kitchen on wheels. I dreamt big and asked for a lot, and what they've done has blown my mind. I didn't think they'd actually be able to put a slow-cooker next to the engine and an olive oil dispenser in the boot, but they did. The result is an amazing Discovery, tailored perfectly for me and the family – we love it. This unique creation means we can take our culinary adventures to the next level."

The SVO team prides itself on making the impossible happen, so was only too happy to help bring Jamie's ideas to life.

David Fairbairn, Head of Bespoke at SVO, said: "As a team, we never imagined we would be asked to produce wheels that churn butter so it has been great fun working alongside Jamie to bring his vision to life. He really wanted to push the boundaries of what was possible with this versatile vehicle and the team fully embraced the challenge.

"Discovery helps our customers make every day an adventure, and this special vehicle will give Jamie and his family the chance to cook amazing meals anywhere they want to. The Bespoke team was created by SVO to enable us to really understand our most discerning clients' needs, so we can tailor vehicles to suit their lifestyle."

With up to 2,500 litres of luggage space and clever storage for 21st century family essentials, the versatile seven-seater Discovery was the perfect vehicle for SVO to modify. With plenty of room for a custom-made aluminium sink, a flat screen TV and deployable kitchen worktop that also doubles as a dining table. Further touches include a spice drawer, a bespoke pestle and mortar and a Land Rover barbecue.

Feature	Specification	Summary & Location
Slow Cooker	4.7 litre capacity	Engine bay mounted
Living Herb Garden	Accommodates 8 herb plants	Custom made external access: Rear window - right
Spice Rack	11 spice pots	Custom made external access: Rear window – left
Spice Drawer	5 extra, hot spice pots	Integrated in slide out worktop
Olive Oil & Vinegar Dispenser	500ml each	Via Indicator stalk dispensers mounted in tailgate
Fold and slide out kitchen worktop	metres wide & 1.5 metres tall, 2 x gas hobs & sink	Aluminium frame with Leather wrapped cladding and veneered surface
Fold out cinema screen	40" flat screen TV with connectivity	Integrated in slide out worktop area HDMI/WiFi/USB input
Salt & Pepper Grinder	Selections adapted from a PRNDL(s) gear shift: P = Pepper, S = Salt, N = Nothing	Developed from the original gear selector from the car
Butter churners	3 churns - 5 litres each	Wheel mounted machined aluminium casing, counter-weighted stationary receptacle & wheel nut connected paddle
Ice Cream Maker	1 churn attachment, 5 litre capacity	Wheel mounted machined aluminium casing, counter-weighted stationary receptacle & wheel nut connected paddle
Integrated Toaster	Two slice	Centre console mounted toaster
Jam store	3 pots & 1 knife	Jam store behind climate control
Rotisserie & pasta cutter	Extends 1.6m when deployed	Front mounted rotisserie and pasta cutter drive behind Land Rover badge, , holds up to 3 average chickens or 1 turkey / leg of lamb / small piglet
'Piston' and Mortar – bespoke Pestle & Mortar	150mm tall x 76mm diameter	Loose cooking accessory, aluminium construction & weighted Pestle
Bespoke Land Rover BBQ inspired by Grille	Dual folding grill to be mounted on foldable metal table	Loose cooking accessory with grill rack inspired by a Land Rover grille, encased within a standard 25L modified Jerry can



JAGUAR LAND ROVER ACHIEVES SECOND HIGHEST FEBRUARY SALES

Jaguar Land Rover achieved its second highest February sales performance with strong sales of the new Range Rover Velar and Land Rover Discovery and the new 18 model year Range Rover and Range Rover Sport as well as the new Jaguar E-PACE still ramping up, despite difficult trading conditions in key European markets, especially the UK.

Retail sales of 39,911 Jaguars and Land Rovers in February were 2.6% down on the previous year's all-time high. Solid demand in China (3.3% up) and other overseas markets (1.5% up) was offset by lower sales in the UK (15.2% down for the month) and Europe (6.9% down), where trading conditions remained challenging. Sales in North America were 2.2% down on the same month in the previous year. With the company's sales up 2.9% in January, year-to-date sales are level with a year ago. Andy Goss, Jaguar Land Rover Group Sales Director, said: "While February is a short month and we are continuing to see weaker market conditions in Europe and the UK in particular largely reflecting diesel uncertainty, we saw strong sales of the new Discovery and Velar models in the month. Sales of the new 18 model year Range Rover and Range Rover Sport and Jaguar E-Pace are still ramping up heading into March which is normally our biggest sales month largely as a result of the registration plate changeover in the UK."

"This year will be an exciting year for Jaguar Land Rover with the launch of Jaguar I-Pace, our first electric car which was revealed last week and will be shown at the Geneva Auto Show opening this week."

Jaguar sales in February were down by 5.2% year-on-year with 11,565 units sold. The F-PACE SUV remained the brand's biggest seller, followed by the XF which saw sales up 15%, including the Sportbrake and, in China, the long-wheelbase XFL. The new E-PACE compact SUV is still ramping up after going on sale in the UK in late 2018 and in Europe and the USA in January. Global Land Rover sales of 28,346 were down 1.5% compared with a record February in 2017. Sales of the new Velar and Discovery launched in 2017 were up significantly while the new 18 Model Year Range Rover and Range Rover Sport offering a plug in hybrid option for the first time are still ramping up.

THE PHONE THAT'S AS TOUGH AS A LAND ROVER DISCOVERY

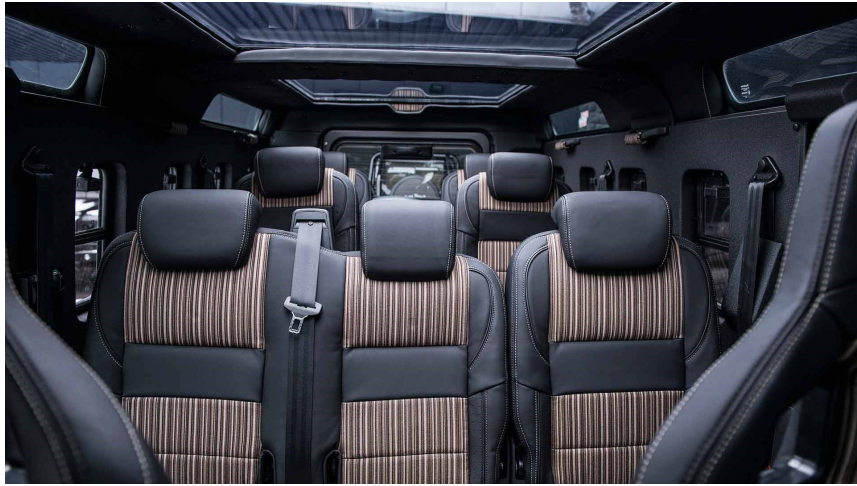
The new Land Rover Explore mobile phone is tough and capable – like the Discovery SUV that inspired it. Powerful enough for two full days of typical use and durable enough to keep you connected when the going gets tough, it is developed by Land Rover and Bullitt Group and will be revealed at the Mobile World Congress in Barcelona. Designed with cues from the unbeatably capable and desirable Land Rover Discovery, the Explore smartphone is at home in the office and on an outdoor adventure, navigating as you go further and stay out for longer. A powerful 4000mAh battery gives a full days hiking, biking or skiing with screen on constantly and GPS navigation mapping activated on the five-inch HD display. Battery life can be doubled by using an Adventure Pack that also boosts the reliability and accuracy of the GPS signal and improves the mapping. The Land Rover Explore is as adventurous as you are. Drop-tested to 1.8 metres with a factory-fitted screen protector, it can survive underwater – including salt water – and can cope with extreme temperatures, humidity, thermal shock and vibration exposure. This level of protection ensures the device can survive heavy downpours or muddy trails and will continue to work, keeping you connected. The Android-powered phone's home screen has a customisable outdoor dashboard for instant access to weather information and data from the device's sensors. The full HD screen works in bright sunlight and can be controlled with gloves or wet fingers. It is also fully compatible with all Land Rover in-car apps. Joe Sinclair, Director of Branded Goods and Licensing, Jaguar Land Rover, said: "This the smartphone we'd all like to own – a perfect combination of design and functionality that embodies the Land Rover DNA and enables customers to be outdoors for longer, with the confidence to go further." Other hardware packs are available for the Land Rover Explore, including a large 4370mAh additional battery and a universal bike mount.

STRETCHED LAND ROVER DEFENDER 6X6 COULD HAUL WHOLE FAMILY OFF-ROAD

The Chelsea Truck company adds an axle and the necessary hardware for routing power to all six wheels. When the time comes to take eight of your best friends on a luxurious, outdoor adventure, the new Flying Huntsman 6X6 Civilian Carrier from Kahn Design's Chelsea Truck Company brand is the rig you would want. The company takes a Land Rover Defender 110 and stretches it to add an extra axle, two more wheels, and an enlarged passenger compartment for nine people.

The extra axle is pneumatically actuated, and a custom differential lets drivers route power to all six wheels for maximum traction. If you're really worried about getting stuck, switch the transfer case into low range and lock the differentials to crawl out of even the stickiest situations. The Chelsea Truck Company doesn't offer any engine details, but interior photos show a six-speed manual gearbox with an almost comically large shifter in the cabin.

The Flying Huntsman 6X6 Civilian Carrier gets an exterior makeover from a standard Defender. A new grille has a simple, utilitarian appearance, and there are LED headlights. Revised fenders feature integrated vents and visible fasteners for a rugged aesthetic. The firm finishes the body in a color that it calls Volcanic Rock. This beast also has three sunroofs: one over the front seats and two panoramic openings



spanning the rear.

Inside, the Chelsea Truck Company puts a big emphasis on luxury. The upholstery features a mix of dark leather and striped fabric throughout the cabin. The seating includes traditional chairs up front, a bench in the second row, and four captain's chairs behind it. The entire headliner is black quilted leather, and there's even more of the material on the door panels. Rubber floor mats at least keep the vehicle somewhat clean if you decide to take it on an adventure.

At 249,995 pounds (\$ 347,250 at current exchange rates), the Flying Huntsman 6X6 Civilian Carrier is a pricey off-road rig, but it should bring impressive capability for a nine-passenger vehicle. Plus, seeing this thing on the street would be sure to make an impression.



How Ratan Tata brings life to Jaguar Land Rover?

Tata Motors majorly focussed on three areas – improving liquidity, cost control and new products, and these three clear and pointed strategy later worked out well for the company. Ratan Tata, who was the chairman of the Indian conglomerate Tata Group in 1999, faced 'humiliation' when he with his team went to sell the group's fledgling car business to Ford in 1999, but came back to 'do a big favour' just nine years later by taking over the US giant's marquee brands Jaguar and Land Rover (JLR). The deal came at a worse time. Just months later, the global financial crisis hit, thrashing the auto industry, including Tata Motors, which made trucks and inexpensive cars too. "This is a momentous time for all of us at Tata Motors. Jaguar and Land Rover are two iconic British brands with worldwide growth prospects. We are looking forward to extending our full support to the JLR teams to realise their competitive potential. JLR will retain their distinctive identities and continue to pursue their respective business plans as before," Tata said this after JLR acquisition.

"We recognise the significant improvement in the performance of the two brands and look forward to this trend continuing in the coming years. It is our intention to work closely to support the JLR teams in building the success and pre-eminence of the two brands."

He bought Jaguar and Land Rover in all-cash transaction of \$2.3 billion from Ford in June 2008. Nearly half of what Ford Motor paid to acquire both brands. At that time, JLR was going through a rough patch. The retro designs was getting outdated, and competing with new efficient diesel engines was just making the British carmaker redundant. It's not that the American car manufacturer Ford did not try the turnaround. The carmaker started the work much earlier with focus of resolving quality problems. But, the carmaker was not able to really dent the luxury car market. Before handing over to Tata Motors, Ford launched Jaguar X-Type, an entry level Jaguar, but was later criticised for building a disguised version of Ford's bestselling Mondeo sedan in the European markets.

However, it was Tata, who was convinced the new acquisition will turn out well in future. According to an article by Forbes, Tata Motors majorly focussed on three areas - improving liquidity, cost control and new products. Three clear and pointed strategy later worked out well for the company. In a report, Ralf Speth, CEO, JLR, said, "He gave us the opportunity to survive. He has given us a long leash to deliver the future strategy. He has given us a mid- and long-term perspective. I don't have to pay a lot of dividends (to the parent company). He really just kept the money in the business."

With this, JLR invested more in research and developments and new products. The company invested almost 14 per cent of its annual revenues much higher than the industry standards of five per cent. At that time, one thing that came as a blessing for JLR was the changing consumer preference from luxury cars to luxury SUVs. On other hand, Jaguar was facing the serious challenge to sell the XJ sedan and the XK coupe because of the retro design.

Moreover, it lacked efficient engines at the time when fuel prices were touching the sky. During 2009 to 2012, Jaguar could barely sell 50,000 units across the world.

Andy Vine, Jaguar Land Rover dealer in Louisville, Ky., US recalled Ratan Tata was directly involved in the business. Ratan Tata, along with Ralph Speth, travelled across the US meeting dealers and taking the feedback on Jaguar Land Rover brand. Ratan Tata responded to the market needs immediately. The XF and XJ sedans got more efficient engines in no time. Andy Vine said in a report, "Things that before we were told would take three, four, five years, by the time Mr Tata was done, we were seeing in 12 to 24 months." In 2013, the strategy to invest in new products started paying off, with new F-type sports cars and XE, an entry level Jaguar. The company clocked 77,000 sales that year. Jaguar almost tripled the sales in 2017 from 2009. The luxury carmaker sold 178,601 units in 2017. With this the JLR revenue topped by \$34 billion.

JAGUAR LAND ROVER SEEKS SOFTWARE ENGINEERS FOR ELECTRIC FUTURE

Jaguar Land Rover is inspiring the next generation of software engineers by helping them find placements and jobs. Following the success of its 2017 coding challenge, the business has announced it will be fast-tracking applications for undergraduate and postgraduate placements for computer science, electronics or software engineering students to work on Jaguar Land Rover's ACES strategy – Autonomous, Connected, Electrified and Shared – in the UK, Ireland and China. Postgraduate opportunities are also available in these regions and in the USA. Summer placements with bursaries for undergraduates offer valuable experience on industry-leading projects. Talented students wanting to electrify their career prospects should apply via <https://jlr.avature.net/FormulaeOverview?tags=formula-e%7Cformula-e-overview>

The campaign is being supported by Panasonic Jaguar Racing through its commitment to electric motorsport. The first premium manufacturer to enter the ABB FIA Formula E Championship, it has also launched the Jaguar I-PACE eTROPHY – the world's first single-make race series for production-spec electric cars. Gorillaz founding member Noodle continues to support the campaign for new talent. The Panasonic Jaguar Racing ambassador fronted a code-breaking challenge through a mixed-reality app to uncover new software engineering talent. There have been in excess of 220,000 app downloads, with 555 completed challenges and 32 entrants have passed or are in discussion with the software team about future roles. Jaguar Land Rover made its first hire through the app in September 2017. As the automotive industry accelerates towards autonomous driving, connectivity and electrification, there's a greater need to find future engineers who will help design and develop the future of electrical systems. Jaguar Land Rover has recruited more than 2,400 young people on its graduate and apprentice programme in the last five years and will continue to hire people with engineering and technical skills to transform to clean, safe and smart technologies. Successful entrants will apply their technical expertise to design software for future Jaguar Land Rover vehicles. The advanced software systems include everything from electrical architecture, cyber security and functional safety, to achieve class-leading infotainment, cloud connected features and the integration of consumer electronics technologies. Alex Heslop, Jaguar Land Rover Director, Electrical, Electronics and Software Engineering, said: "The all new Jaguar I-PACE, Jaguar's first all-electric SUV, was launched earlier this month and Jaguar Land Rover has committed that from 2020 all new product lines will be available with an electrified option. "Attracting talented young engineers is crucial to our development and we welcome all applicants. The undergraduate and postgraduate placements are vital to the company and provide young engineers with real-world experience in the midst of a fast-paced changing industry."

James Barclay, Team Director, Panasonic Jaguar Racing, said: "A key aim of Panasonic Jaguar Racing's mission – Race to Innovate – is to inspire and engage with a new generation of talented young engineers who are interested in developing the cars of the future. Technological learnings from our on-track performance play a key role in Jaguar Land Rover's road car development and we are right behind this new global initiative."

