

Land Rover king of the hill

ADVERTISING FEATURE

LAND Rover again beat tough competition to win the Best Compact 4x4 and the Best Large 4x4 categories at the 2008 What Car? Car of the Year Awards.

The all-new Land Rover Freelander 2 TD4 2.2-litre GS fought off opposition in one of the most hotly contested sectors to win Best Compact 4x4.

The Discovery 3 TDV6 SE auto beat its rivals yet again to be named Best Large 4x4 for the fourth year running.

They were both awarded 'best buys' in their price categories of over £20,000 for Freelander 2 and £30-40,000 for Discovery 3. So was the Range Rover TDV8 Vogue at over £40,000.

What Car? group editor, Steve Fowler, said: "In spite of tough competition over the past year from a whole host of new models, Land Rover continues to clean up in the 4x4 sector. The Freelander 2 remains our pick of compact 4x4s – it's a true off-roader, but is comfortable and civilised for every day use."

Land Rover managing director, Phil Popham, said: "These accolades are recognition of the continued relevance of our vehicles and their class-leading versatility."

Land Rover sales in the UK



Coming soon: Freelander 2 HST

exceeded 50,000 last year for the first time in its 60-year history.

Land Rover will next month introduce a new HST derivative of the Freelander 2 range.

The Freelander 2 HST will cost from £31,990 on the road.

Features include a Sports Styling Pack with front and rear bumper aprons, side sill mouldings and a rear roof spoiler.

There are 19in 10-spoke alloy wheels with shadowchrome finish, leather seat facings, pri-

vacuity glass and metallic paint.

John Edwards, managing director for Land Rover UK commented: "The Freelander 2 HST has an impressive muscular stance when seen on the road. It will undoubtedly be appealing to our customers

who require a dramatic visual impact without compromising on practicality."

Also on-sale in March 2008 will be the Range Rover Sport HST. This new derivative has 20in 'Stormer' wheels, rear spoiler, body coloured lower

body and tailgate mouldings, electric sunroof, privacy glass and deep sculptured front and rear bumpers.

The Range Rover Sport HST is available with the TDV8 diesel or Supercharged petrol engines from £59,895.

TOUGH TO BEAT



FREELANDER 2

Crowned WhatCar? Best Compact 4x4 2008 the Freelander 2 has won universal acclaim for its design, handling and all-round performance. Exceptional technology, Eyecatching design. Breathtaking performance. The Freelander 2.



FREELANDER 2 TD4 S TYPICAL FREEDOM EXAMPLE

23 Monthly Payments of	£199.00
First Monthly Payment (includes £125 facility fee)	£324.00
On The Road Cash Price	£20,960.00
Customer Deposit	£6,552.46
Amount of Credit	£14,407.54
Total Charge for Credit	£1,803.46
Total Amount Payable by customer	£22,763.46
Guaranteed Minimum Future Value / Optional Final Payment (including £95 Purchase Fee*)	£11,310.00
Mileage Charge in excess of 24,000 miles	8.23p

Typical 6.9% APR



DISCOVERY 3

With over 95 global awards under its belt, there's no mistaking the sheer ability of Discovery 3. Packed with Land Rover technology including Dynamic Stability Control, Hill Descent Control and Electronic Traction Control, Discovery 3 is equipped to take the most challenging terrain in its stride.



DISCOVERY 3 TDV6 S 5 SEAT 08 MY TYPICAL FREEDOM EXAMPLE

23 Monthly Payments of	£299.00
First monthly payment (includes £125 facility fee)	£424.00
On The Road Cash Price	£27,315.00
Customer Deposit	£8,758.97
Amount of Credit	£18,556.03
Total Charge for Credit	£2,191.97
Total Amount Payable by customer	£29,506.97
Guaranteed Minimum Future Value / Optional Final Payment (including £95 Purchase Fee*)	£13,447.00
Mileage Charge in excess of 24,000 miles	11.75p

Typical 6.9% APR



WIN ONE OF 20 ADRIATIC ADVENTURES† The Adriatic – A wilderness challenge

For the chance to win one of 20 four-night adventures for two, just visit www.landrover.co.uk/yorkshire. You could find yourself traversing the coastline between Montenegro and Dubrovnik, where you'll have the unique opportunity to compare The Range Rover, Range Rover Sport, Freelander 2, Discovery 3 and Defender across a range of challenging off-road environments. There will be plenty of time to enjoy the cultural offerings of this fascinating area and lunch in some spectacular surroundings. And with four nights in luxury accommodation you'll have plenty of opportunity to relax, reflect and recharge for the next day's challenges.

See www.landrover.co.uk/yorkshire for more details



GO BEYOND

3 UNLIMITED MILEAGE WARRANTY The official fuel consumption figures in mpg (l/100km) for the Freelander 2 TD4 S Manual are: Urban 30.6 (9.2), Extra Urban 45.5 (6.2) and Combined 37.7 (7.5). The official CO₂ emission is 194g/km. The official fuel consumption figures in mpg (l/100km) for the Discovery 3 TDV6 Manual are: Urban 24.5 (11.5), Extra Urban 34.9 (8.1) and Combined 30.7 (9.2). The official CO₂ emission is 249g/km.

OFFSET †All UK Land Rover vehicles from 2007 model year include as standard the CO₂ Offset Package which is based on offsetting the CO₂ produced by a vehicle over 45,000 miles, please visit www.landrover.co.uk/sustainability for further information. *Payable with the Guaranteed Minimum Future Value if you wish to own the vehicle at the end of the agreement. Promotion applies to vehicles first registered in the customer's name between January 1st 2008 and March 31st 2008. Discovery 3 Pursuit and XS Limited Edition models are excluded. Finance subject to status. Guarantees/indemnities may be required. Further charges may be made subject to condition if the vehicle is returned at the end of the agreement. Certain categories of business user may be excluded. Details correct at time of broadcast and are subject to change without notice. Land Rover Financial Services, AL1 2RW. **Freelander 2 shown features the following options at additional cost: 17" alloy wheels £400, Bi-Xenon headlamps with headlamp washers and front fog lamps £995, metallic paint £490. Discovery 3 shown is fitted with optional 18" alloy wheels at £495 and metallic paint at £520.** †Main terms & conditions: 1. Open to all UK residents aged 23 or over. 2. The closing date for entries is 29.12.08. The draw will take place on 05.01.09. The winners will be notified by 12.01.09 by post. 3. There are 20 prizes to be won each comprising of a four day Land Rover adventure in Dubrovnik for two people sharing double/twin accommodation, full board for three nights in Spring 2009. 4. The prize is not transferable. 5. The promoter is Land Rover, Banbury Road, Gaydon, Warwick CV35 9FR. For full terms & conditions visit www.landrover.co.uk/adriaticadventure.