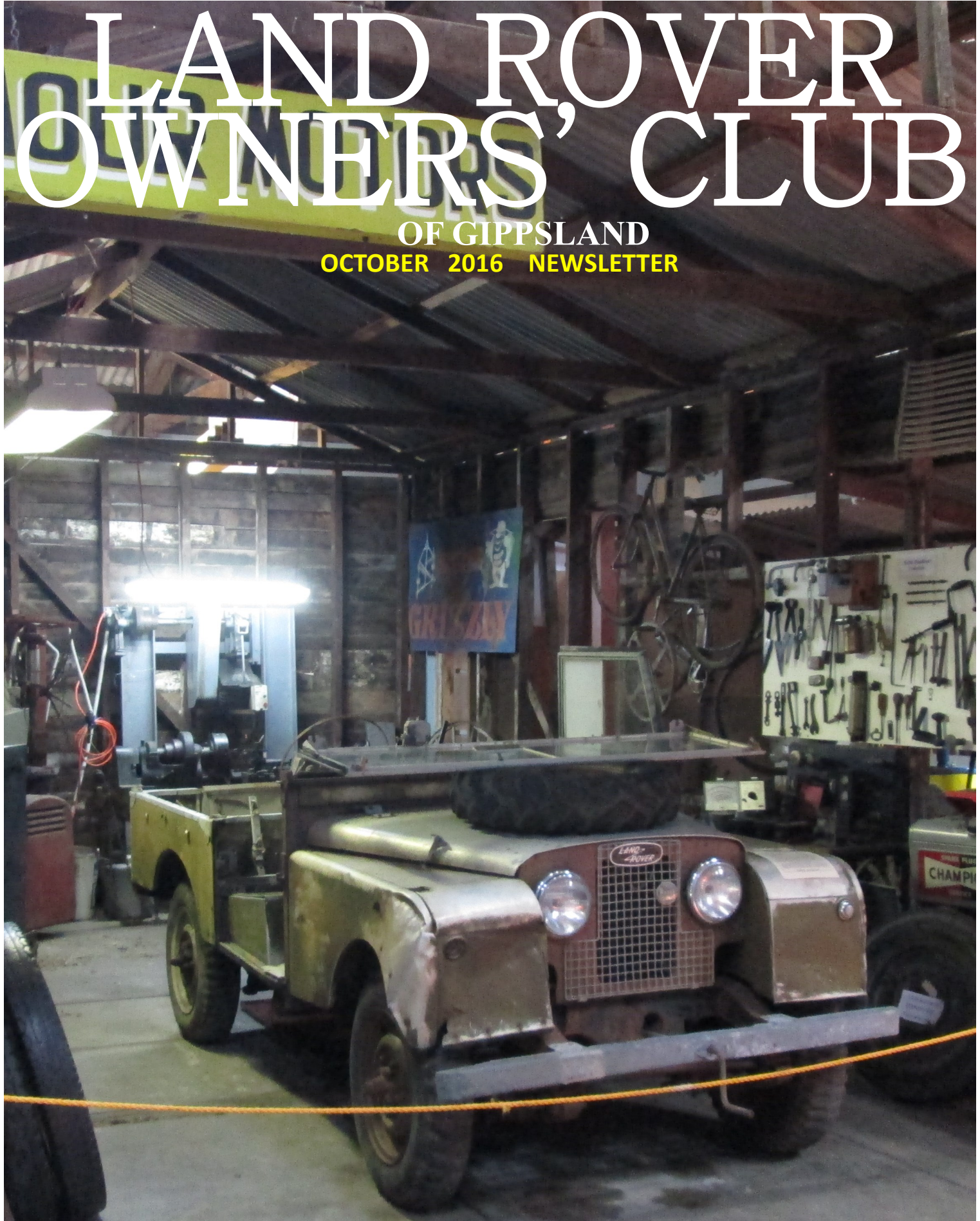


LAND ROVER OWNERS' CLUB

OF GIPPSLAND
OCTOBER 2016 NEWSLETTER



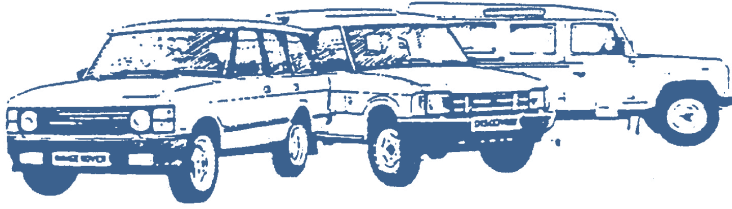
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LAND ROVER OWNERS' CLUB OF GIPPSLAND

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LROCG News October 2016.

Travellers Returned.

It was great to see some of our travellers returned at the October meeting. Sporting tans that will soon fade in our southern climate; there were many tales of adventure.

New Minutes Secretary.

Tonee Harlow has taken up her position as Minutes Secretary. I'm sure that Tonee will do a great job and learn to prompt the President, as Lois did, when he forgets things during the meeting!

Caravan Tales.

A few members have tales of caravan adventures and misadventures from recent trips. The news that didn't shock anyone is that one member, renowned for having new caravans, has done it again taking delivery of yet another palace on wheels the day of the meeting. Well done!

Club Technical Advisor.

Beau Missen, Gippsland Land Rover Service Manager, has enthusiastically agreed to be our new technical advisor. Beau will come to several meetings each year to discuss Land Rover technical points. Beau will be happy to answer questions about Land Rover systems and ways to get the best from your Land Rover that would be of interest to all club members. Very specific questions regarding an issue with an individual vehicle are best put to Beau during working hours. Beau will be at the November meeting.

Calendar Reminder.

Several orders for 2017 calendars were taken at the October meeting. There are some fantastic photographs being submitted too. The 2017 calendar should be great. Calendar orders close after the November meeting. With many members just returning from exotic places and many heading off on trips over the Cup Weekend there should be quite a few suitable photos still to come. If you have trouble uploading photos for Celia please see Greg or Bruce at the November meeting. If you would like us to upload for you please bring photos on a flash drive, memory stick, camera card or disk to the November meeting. There is an order form in this newsletter. The upload to Dropbox link is below.

<https://www.dropbox.com/request/GHr7wudS8zTm9kmGxF2R>

Parks Victoria Press Release.

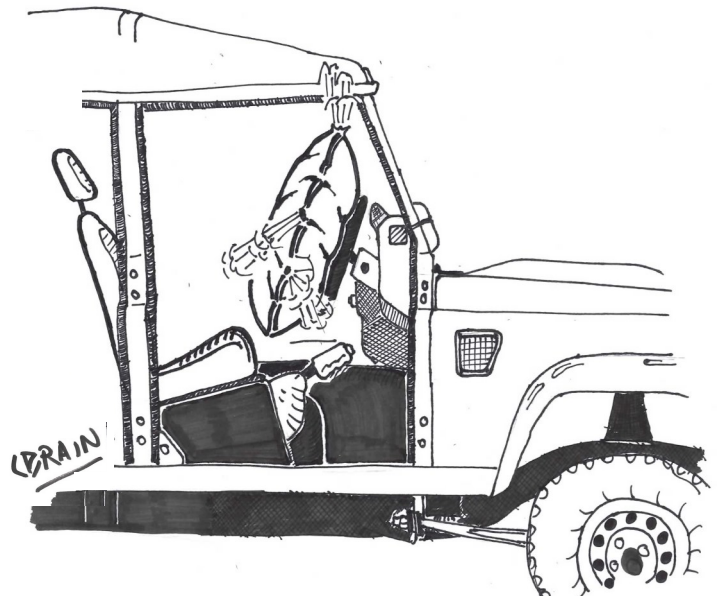
Parks Victoria has put out a press release following the volunteer group/safety briefing meeting that Lois and I attended on behalf of the club. The LROCG is mentioned in the press release. Google Parks Victoria and locate the press release section to read the document.

Discovery 5?

Land Rover has released details of the next generation of Discovery. There seems to be some doubt over whether it will be called Discovery 5 or just Discovery. We should see the vehicle on Australian showroom floors from May 2017 onwards. Charlie Calafiore is off to Sydney to learn about the new model very soon so we look forward to his next report.

Greg Rose.

This month's cover; 1957 88" Diesel Land Rover in an old garage scene at Gippsland Vehicle Collection, Maffra,



Of course it leaks, ".....being a Defender, engineers could find no way of fitting airbags"

Land Rover Owners Club of Gippsland 2016-- 2017 Committee

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

Life Member Ray Massaro

JAGUAR LAND ROVER ACHIEVES STRONG GLOBAL SALES IN SEPTEMBER

Strong sales in China, boosted by the launch of the locally-built Jaguar XFL, helped Jaguar Land Rover achieve its strongest global September sales to date, selling 61,047 vehicles, up 28% compared to 2015. The month's performance was driven by improved sales of the Land Rover Discovery Sport, the Range Rover Evoque and the Jaguar F-PACE. Jaguar Land Rover sold 434,025 vehicles in the first nine months of 2016, 24% up on the same period in the prior year.

In addition to China sales success, Jaguar Land Rover has delivered a particularly solid performance in Europe with retail sales increasing by 32% compared to the previous year. Retail sales were up across all other regions: 30% in the UK, 23% in North America and 3% in other overseas markets.

Jaguar recorded its best September, delivering 17,640 vehicles, up 70% on the previous year, reflecting continued success of the F-PACE and XE. This month we saw the all-new Jaguar XFL, developed and built exclusively for Chinese customers, hit dealerships in China. Calendar year-to-date sales for Jaguar were 103,366, up 72% year-on-year.

Land Rover strengthened its position as a world-leading manufacturer of all-terrain SUVs, with its strongest September sales of 43,407 vehicles, up 17% year-on-year. The best-seller for the month was the Discovery Sport, retailing 12,838 vehicles. With the launch of its successor this month, the current Discovery achieved impressive sales in September, up 29% versus last year. Calendar year-to-date sales for Land Rover reached 330,659 vehicles, 14% up on the prior year.



JLR to avoid German battle

Sales supremacy not part of the plan says director. The global sales director of booming Jaguar Land Rover has declared the brand has no ambition to take on the big three German luxury brands in an outright battle for volume.

Speaking during a media roundtable at the Paris motor show, Andy Goss played down prospects of mixing it up with Audi, BMW and Mercedes-Benz, even as the two Indian-owned British brands enjoy record sales on the back of an unprecedented product roll-out.

The Indian-owned British-based JLR combine sold in excess of 500,000 vehicles for the first time ever in its 2015-16 financial year, which ended March 31. In the calendar year global sales are up a further 24 per cent year-on-year, with Jaguar climbing an extraordinary 72 per cent and Land Rover 14 per cent.

"We are not as big as German three OEMs and we are not going to be as big as the German three OEMs," Goss declared.

"That is just not our plan ... We are not having an internal conversation that we have got to be as big as X and our owners are not having that conversation with us either. "What we have got to do is be massively credible, protect those two brands and get a strong business. "That's the be-all and end-all."

Goss also made it clear that JLR would not embroil itself in a product tit for tat with the German luxury brands, who are always trying to one-up each other and wage a constant battle for bragging rights. "The three Germans look at each other all the time and our customers probably see us as a little bit of an antidote to them," he said. "There are certain things we do that they don't do and there are certain things they do that we don't do. "We aren't going to succeed by being me-too German."

Goss shied away from announcing specific sales and targets timings for JLR, something the German brands have been happy to do. For instance, Audi was very public in its determination to crack one million sales, which it achieved in 2008. It hit 1.8 million sales in 2015 BMW delivered more than 1.9 million vehicles to customers and is shooting for 2 million in 2016.

Mercedes-Benz is also looking to top 2 million sales in 2016 and take the lead of the luxury segment.

"There is not some big mantra in the company that we have to do one million by X," Goss said. "We will do one million when we do one million; that will be some time in the future. "We will not be a one-million-sales car company for the sake of it," he said. "We have got two brands and we have got to protect those two brands and do it the right way. "They are two premium brands and we have to sell them in a premium way through a network that behaves in that particular way as well."

However, Goss made it clear that policy did not preclude JLR moving into the lower end of the market as the German big three have, boosting their volume but also risking damage to their brand image.

In fact, Goss argued JLR was already making the move into more affordable segments with models such as the Jaguar XE, Range Rover Evoque and Land Rover Discovery Sport.

"There is a clearly a move into more volume but lower margin segments, but what we have to do is balance the need to keep below the CO2 glidepath and keep the two brands in place. "So if a business case worked and it didn't dilute the brand and we could afford it, of course we would look at it. And we are looking at all those things all the time."

JAGUAR LAND ROVER OPENS ICE DRIVING ACADEMY

Jaguar Land Rover has opened its first ice driving academy, offering a once-in-a-lifetime driving experience and travel adventure on the edge of the Arctic Circle. Based at the company's cold-weather testing facility in Lapland, Sweden, guests at the Ice Academy will have the opportunity to push themselves to the limit in Jaguar and Land Rover high-performance vehicles. With expert tuition, customers can experience the Jaguar F-TYPE, F-PACE and Range Rover Sport in sub-zero temperatures on carved ice tracks on a vast frozen lake.

A unique itinerary with classic vehicles is also available. Guests can experience how to handle the Jaguar MKII, MKVII and XK150, and Land Rover Series I, Series II and Series III without modern brakes, power steering or traction control.

The three- and four-night programmes, which start from €2,490, include accommodation meals, transfers and professional drivers to help guests develop their skills and have a truly unforgettable experience. Bookings are now being taken for trips from January 2017. Renowned for mountainous landscapes and forests, Lapland is also the perfect base for guests to experience the Arctic Circle with snowmobiling and husky safari trips available within easy reach of the Academy.



FOLLOW THE LAND ROVER BRICK ROAD - NEW DISCOVERY MAKES DEBUT ON GIANT LEGO TOWER BRIDGE

Land Rover has revealed the New Discovery seven-seat SUV by breaking a Guinness World Record for the largest LEGO structure ever built.

Long-term Land Rover Discovery owners Bear Grylls, Sir Ben Ainslie and Zara Phillips took part in the dynamic live reveal of Land Rover's most versatile model around a 13-metre high LEGO version of London's Tower Bridge. The New Discovery embodies Land Rover's drive to go Above and Beyond, combining British desirability with an unstoppable spirit of adventure. It is highly desirable with unrivalled capability and technology like no other.

Everyday ingenuity has been at the heart of the Discovery for the last 27 years, with more than 1.2 million customers to date. The new Discovery is for the digital age. Ingenious technology keeps your family safe, connected and confident on all surfaces, all terrains and in all weathers to ensure your destination is reached.

The fifth-generation model benefits from Land Rover's strong, safe and light full-size SUV architecture, delivering comfort and adaptability like no other.

The reveal set was made from 5,805,846 individual LEGO bricks, breaking the previous Guinness World Record by 470,646 pieces. Laid end to end, the bricks would stretch for almost 200 miles, or from Tower Bridge in London to Paris.

Led by the UK's only LEGO Certified Professional, Duncan Titmarsh, it took five months for expert LEGO Master Builders in the UK to construct the incredible Tower Bridge structure. It was erected in the grounds of Packington Hall, Warwickshire, UK – close to Land Rover's Solihull plant, where New Discovery will be produced. As part of the dramatic reveal sequence, British adventurer Bear Grylls appeared in typically exciting fashion by abseiling from the top of the huge Tower Bridge installation, through the open drawbridge and onto the stage beside the New Discovery.

The finale was Land Rover BAR Team Principal Sir Ben Ainslie driving his sailing team through 900mm-deep water under the bridge – demonstrating the unrivalled capability and versatility of Land Rover's new SUV. Sir Ben towed a LEGO replica of the Land Rover BAR boat, a 186,500-brick meticulous model of the boat that will challenge for next year's America's Cup.

The model of Tower Bridge was flanked by two LEGO 'Discovery Zones' celebrating 27 years of Land Rover Discovery heritage. An Equestrian Zone, hosted by accomplished rider Zara Phillips, featured a typically British picnic scene made entirely from LEGO bricks. The Bear Grylls Adventure Zone included a LEGO fire and boulders to represent a scene from a typical mountain exploration. New Discovery represents the next step in Land Rover's journey of transformation from cogs to code and is designed, engineered and manufactured with the help of some of the 1,300 talented young engineers currently on the company's leading training programmes. Jaguar Land Rover is one of UK's leading recruiter of graduates and apprentices: 3,000 have joined in the past six years and 400 new recruits have just started on the 2016 intake.

THE RANGE ROVER AND ZENITH EL PRIMERO CHRONOGRAPH

A special edition watch called Zenith El Primero Range Rover was revealed at the unveiling of the most dynamically-capable Range Rover yet produced - the SV Auto-biography Dynamic.

The year 1969 saw the creation of two of the most important landmarks in the parallel worlds of car design and watch making: Range Rover and Zenith.

In England, a team at the Rover car company led by Charles Spencer King first put pen to paper to create a vehicle that combined the off-road capabilities of a Land Rover with the comfort of the best-appointed saloon - the result of which was dubbed 'Velar' at the development stage before finally being given a name that has since come to be recognised the world over: Range Rover.

On January 10, 1969 meanwhile, the Swiss manufacturer presented a fully working prototype of the world's first self-winding chronograph movement, which it called the famous El Primero chronograph movement, or 'the first'. Capable of recording elapsed times down to one-tenth of a second thanks to its 'high-beat' oscillator, it was the most accurate wrist chronograph ever made.

Both the Range Rover and the El Primero continue to be recognised as class-leaders in their respective fields. The latest, fourth-generation Range Rover



because it combines supreme luxury with outstanding performance and off-road capability, and the El Primero because, after 47 years, it is still the most precise, series-produced mechanical chronograph movement on the market.

THE BEST COMBINE

These two milestones of engineering have now come together in a partnership that celebrates their mutual longevity and shared values in a special edition watch called *Zenith El Primero Range Rover*, which was first revealed at the unveiling of the most dynamically-capable Range Rover yet produced - the SVAutobiography Dynamic. Each Zenith El Primero Range Rover will feature a 42mm case made from ceramised aluminium, and like the aluminium architecture of the Range Rover, combines light weight with extreme durability. The minimalist aesthetic of the new Range Rover's dashboard controls are similarly espoused in the clean appearance of the watch, which features a brushed, slate grey dial, three subtle but highly legible chronograph subdials and a robust winding crown paired with easy-to-operate push-pieces. Turning the watch over, meanwhile, reveals the Zenith and Range Rover names engraved discreetly on both the oscillating weight and the retaining ring for the transparent case back. The very similar design values of the Range Rover and the Zenith El Primero have long been recognised by people who desire beautifully-designed objects, but equally want flawless function.

One such person is the British explorer Colonel John Blashford Snell who was quick to recognise the parity between the two designs when he chose to wear a Zenith El Primero chronograph while leading a team equipped with two Range Rovers to achieve the first successful crossing of the infamous Darien Gap in 1971/72 as part of the 18,000-mile Trans-America expedition.

RANGE ROVER SVAUTOBIOGRAPHY DYNAMIC

The new Range Rover SVAutobiography Dynamic sits at the pinnacle of the Range Rover line-up, and is the most dynamically capable full-size Range Rover to date. Designed and engineered for those seeking optimum performance from the driver's seat, rather than those preferring the sumptuous luxury in the rear of the long wheel base Range Rover SVAutobiography, it is supplied with a 5.0-litre Supercharged V8 engine tuned by Jaguar Land Rover Special Vehicle Operations. Producing 550PS and 680 Nm

torque, performance and handling is optimised through a unique suspension specification which results in a ride height that is eight millimetres lower than standard. The Range Rover SVAutobiography Dynamic is clearly identifiable by body details finished in Graphite Atlas, chromed quad tail pipes, red Brembo front brake calipers and clear rear lamp lenses.

ZENITH EL PRIMERO RANGE ROVER

The Zenith El Primero Range Rover features a 42mm case made from ceramised aluminium finished in a dark, highly scratch-resistant ceramic coating. The Graphite Atlas details of the Range Rover SVAutobiography Dynamic are echoed in the grey dial of the watch which carries a 'brushed' finish while the case back is made from sapphire crystal and retained by a ceramised aluminum engraved with special edition wording. The clear case back affords a view of the celebrated El Primero movement which is renowned for its accuracy and unique ability among series-produced, mechanical chronographs to record elapsed times down to one-tenth of a second as a result of its high-frequency oscillation rate of 36,000 vibrations per hour (VPH) compared with the more usual 28,800VPH. Each Zenith El Primero Range Rover watch will be supplied on a black rubber strap with ivory-toned perforated calfskin and a black Diamond-Like Carbon (DLC) coated titanium triple folding clasp. The new chronograph will be delivered in a watch box made from the same gloss-lacquered wood found on Range Rover interiors and applied with the Range Rover logo. The watch box opens at the press of an engineered button similar to the type used on the Range Rover, and is trimmed in smooth, perforated leather in the style of the car's upholstery.



LAND ROVER CLASSIC OPENS DOORS TO NEW 'REBORN' TOUR AND DRIVING EXPERIENCE

*Visitors can witness the full capability of the Classic Workshop where skilled technicians carefully restore cherished Land Rovers to their former glory.

*Go behind the scenes at the Land Rover Classic workshop at Solihull with the new Land Rover 'Reborn' Tour

*Jump in the driver's seat of a Defender at the Land Rover Experience centre

*Three-hour experience brings visitors closer than ever to the icons from Land Rover's rich heritage

*A Reborn Tour costs from £29pp, and from £150pp when combined with the Driving Experience

Land Rover Classic has opened its doors to the new Reborn Tour giving visitors the chance to experience the restoration of an early Land Rover live at the brand's bespoke workshop and facility at Solihull – the 'Home of the Legend'.

The Reborn Tour and Driving Experience begins with refreshments and welcome from an experienced and knowledgeable Land Rover tour guide. With the scene set, visitors are granted exclusive access to the newly updated Jaguar Land Rover Classic workshop at Solihull where the exquisite Series I Reborn fully restored project continues under the expert team from Jaguar Land Rover Classic.

Visitors also gain access into the newly upgraded facility to admire the full capability of the Classic Workshop where skilled technicians carefully restore cherished Land Rovers to their former glory.

Those attending the Reborn Tour will gain a unique and fascinating insight into Jaguar Land Rover's history at the plant, plus 1940s production techniques and the many fascinating stories of the 1948 Series I to the recent Defender.

Last year over 10,000 visitors saw the final year of Defender production as part of the Defender Celebration Tour and now this stunning exhibit has been relocated alongside the Classic Workshop at Solihull for visitors to see and experience.

Following the workshop tour, guests have the opportunity to experience a piece of history for themselves by getting behind the wheel of a Defender with a trained and experienced instructor. The unforgettable experience will allow you to put the British automotive icon through its paces on the legendary off-road tracks at Land Rover Experience Solihull – Home of the Legend.

The Reborn programme sees Land Rover Classic's expert team draw on decades-worth of experience to hand-pick Series I chassis from the brand's global network. Each model undergoes a complete restoration according to original 1948 factory specification and using Land Rover Classic Parts to preserve full authenticity. This includes the choice of five period finishes including Light Green, Bronze Green, RAF Blue, Dove Grey and Poppy Red.

Customers will be able to select their preferred base vehicle with the help and guidance of Land Rover Classic's experienced restoration team, and they will be able to follow the restoration of their cherished Series I from start to finish at Land Rover's new Classic workshop located within the original Defender production centre at Solihull. Each classic comes with a 12-month warranty – and a lifetime of history.

Jaguar Land Rover Classic forms part of the business's Special Operations division. The division's aim is to nurture the passion for the brand through its owners and the provision of the very best cars, service and maintenance, original parts and unforgettable experiences for owners of classic Jaguars and Land Rovers.

PARIS MOTOR SHOW: Range Rover looks upmarket

The launch of the \$420,000 Bentley Bentayga and the development of Rolls-Royce's first-ever SUV means Range Rover may push even higher into the pricing and equipment stratosphere than its current flagship, the \$368,710 SVAutobiography long wheelbase (pictured). Range Rover has been the traditional King of the ultra-luxury SUV segment, but the W12 Bentley has reset the benchmark for both price and performance, something that has not gone unnoticed at Jaguar Land Rover.

"It shows we have got headroom and I think Range Rover as a brand has got headroom for sure," JLR's global sales operations director Andy Goss said during a media roundtable at the Paris motor show yesterday. "Is Bentley more aspirational than Range Rover? I don't think so. "Bentley is a great car brand and they have done a fabulous job, but I don't see many car brands that are more aspirational than Range Rover. "It is never out of place in any environment. So why can't we go further? Of course we can go further."

