

DEFENDER CELEBRATION EDITIONS PRODUCT BRIEF



ABOVE & BEYOND

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Please refer to the Defender Celebration Price Guide for full pricing and specifications.

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1.0. Programme Overview



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1.0. Product Overview

After 67 years of continuous production at Lode Lane, the last Defender will roll off the Solihull production line in December 2015.

Land Rover has gone back to Red Wharf Bay in Anglesey, the place where the legend was first drawn in the sand, to start a year-long celebration of the iconic Defender. As production of the current Defender enters its final phase, Land Rover will use 2015 to celebrate its global automotive icon. To mark the occasion, three limited edition Defender models have been created, each celebrating a different element of the vehicle's versatile character.

The **Heritage Edition**, available in 90 Hard Top, 90 Station Wagon and 110 Station Wagon form, is inspired by early Land Rover models and mixes nostalgic design cues with modern comfort. It will be identified by distinctive unique Grasmere Green paintwork and a contrasting Alaska White roof. A heritage grille and HUE 166 graphics, recalling the registration plate of the first ever pre-production Land Rover nicknamed 'Huey', also identify the Heritage model. Production will be limited to **400** in the UK.

The exciting new **Adventure Edition** is aimed at Land Rover customers who relish the great outdoors and embrace the Defender's 'go anywhere, do anything' attitude. It comes fitted with additional underbody protection and Goodyear MT/R tyres to boost the Defender's already class-leading all-terrain capability along with an Expedition roof rack, snorkel and rear access ladder. Optional Phoenix Orange paint ensures the Adventure Edition stands out from the Defender crowd. 90 and 110 Station Wagon variants will be available, and all 90 SW variants will feature a power upgrade from 122ps to 150ps. Production will be limited to **600** in the UK.

The **Autobiography Edition** provides more comfort, equipment and luxury than ever before. Limited to only **80** vehicles in the UK, all in iconic 90 Station Wagon form, this will be the most collectable Defender of all. The hand finished Windsor leather interior, deep pile carpet mats, aluminium design details and a choice of unique Autobiography paint finishes make this the most desirable Defender ever produced. To complete the picture, every Autobiography Edition will also feature the power upgrade from 122ps to 150ps.

2.0 Heritage Edition

The Heritage Edition evokes the history of the Defender as a modern interpretation of the famous HUE 166 Land Rover – the first pre-production Series I vehicle, nicknamed 'Huey', which dates back to 1947. Traditionalists will appreciate the Grasmere Green metallic paintwork, Alaska White roof, heritage style grille, headlamp surrounds and heavy-duty steel wheels. Other nostalgic additions include the silver front bumper with black end caps while clear indicator lenses and Indus Silver door hinges also set the Heritage Edition apart. Body-coloured wheel arches and mudflaps bearing the Heritage logo also feature.

Externally, the finishing touch comes in the shape of aluminium heritage style badging to the front grille and rear bodywork, which is inspired by the designs fitted to the Series I and II models. Evocative HUE 166 graphics also adorn the front wing panels.

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While the exterior pays homage to the earliest Land Rovers, the Heritage Edition features a host of modern creature comforts and luxurious finishes inside. They include perforated leather outer steering wheel rim and gear lever, Bright Aluminium trim for the air vents, door handles and door locks, and Almond Resolve Cloth seat facings bearing the heritage logo and detailed with HUE 166 tags.

Durable rubber floor mats and a padded cubby box between the front seats ensure the Heritage Edition is as functional as it is distinctive.



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Heritage Edition models will be available in 90 Hard Top, 90 Station Wagon and 110 Station Wagon bodystyles with a total production run of only 400 vehicles in the UK.

Key features: 15MY Defender base specification plus:

- Unique Grasmere Green metallic paintwork with body colour wheel arches
- Unique Alaska White roof
- Silver front bumper with black end caps
- Heritage style front grille and headlamp surrounds
- Body coloured heavy duty steel wheels
- Clear indicator lenses
- Indus Silver door hinges
- Heritage style badges
- Heritage logo mudflaps
- HUE 166 graphics
- Bright aluminium finish to clock, air vent bezels, interior door handles and door locks
- Perforated leather outer steering wheel rim, gear knob and handbrake lever
- Almond Resolve Cloth upholstery with Ebony Vinyl sides and backs, with HUE tags
- 7 Seats (110 Station Wagon Models only)
- Padded cubby box with Almond Cloth lid
- Heritage logo rubber floor mats
- Convenience Pack (Electric Windows and Remote Central Locking)
- Cold Climate Pack (Heated Windscreen and Heated Front Seats)

3.0 Adventure Edition

The Defender has helped to establish Land Rover's credentials as the expedition vehicle of choice and the Adventure Edition is designed for customers who want to explore.

To enhance the Defender's already impressive off-road credentials, the Adventure Edition features distinctive new underbody protection for the side sills and engine sump, while Goodyear MT/R tyres promise to make the most of whatever grip is on offer.

The Adventure Edition is available in a choice of three fixed colour options; Corris Grey with Ebony/Pimento Premium Windsor leather, Yulong White (metallic) with Ebony Windsor leather and Phoenix Orange with Ebony Windsor leather. All feature contrasting Santorini Black paint for the Adventure grille and its surround, the bonnet, roof and rear door, plus the headlamp surrounds and wheel arches. All Adventure Editions feature the Defender Expedition Roof Rack, Snorkel and Rear Access Ladder, whilst the 90 Station Wagon versions (only) also feature the 150ps power upgrade.

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Seven-inch LED projector headlamps, clear front indicators and new Gloss Black split-spoke diamond-turned alloy wheels also distinguish the expedition-inspired model. The front wings feature 90 and 110 decals.



The focus is firmly on comfort inside, where the Adventure Edition promises to provide high quality shelter from the elements. Premium seats with Windsor Leather upholstery, perforated leather inserts and contrast stitching all add a touch of luxury. They are complemented by the leather-trimmed steering wheel, gear knob and handbrake lever and Bright Aluminium interior trim.

High quality Windsor Leather also features on the passenger facia and instrument panel while leather trim on the doors and grab handles, Ebony headlining and bespoke carpet mats complete the look.

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Key features: 15MY XS specification plus:

- Choice of 3 Fixed Colour Combinations:
 - Corris Grey with Ebony/Pimento Premium Windsor Leather
 - Yulong White with Ebony Premium Windsor Leather
 - Phoenix Orange with Ebony Premium Windsor Leather
- Santorini Black 'Adventure' grille, wheel arches, bonnet, roof, and rear door
- Increased power output (122PS to 150PS) (90 Station Wagon versions only)
- Increased torque output (360Nm to 400Nm) (90 Station Wagon versions only)
- Expedition Roof Rack, Snorkel, Rear Access Ladder
- 7 Seats (110 Station Wagon versions only)
- Seven-inch LED projector headlamps
- Clear indicator lenses
- Underbody sill and sump protectors
- Atlas 'Defender' bonnet script
- Gloss Black split-spoke diamond-turned alloy wheels and Goodyear MT/R tyres
- 90/110 Decals on front wings
- Windsor Leather front passenger facia
- Leather trimmed door panels
- Bright Aluminium finish clock and air vent bezels
- Aluminium interior door handles and door locks
- Bright finish and rubber pedals
- Santorini Black centre console
- Fully wrapped leather steering wheel
- Perforated leather gear knobs, handbrake lever and grab handles
- Ebony Alston suede headlining
- Heritage logo carpet floor mats

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4.0 Autobiography Edition

The exclusive Autobiography Edition provides more comfort, equipment and luxury than ever before. The combination of hand finished Premium Windsor leather interior and a palette of unique Autobiography paint finishes make this the most desirable Defender ever produced. The production run will be limited to 80 vehicles in the UK and the Autobiography will be available exclusively in the iconic 90 Station Wagon bodystyle.

A power upgrade from 122PS to 150PS guarantees performance to match its exclusive appearance. The striking duo-tone paintwork and hand finished interior are the most obvious of the Autobiography's unique features, but the most desirable Defender ever built includes a host of tasteful additions.

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Key features: 15MY XS specification plus:

- Increased power output (122PS to 150PS)
- Increased torque output (360Nm to 400Nm)
- Choice of **unique** Autobiography paint colours
 - Roma Red
 - Bering Grey
 - Calama Copper
 - Corris Grey Satin finish (optional upgrade)
 - Santorini Black
- Choice of duo tone Autobiography Windsor Leather interiors to include seats, dashboard, roof lining, door tops and cubby box
 - Ebony/Ivory
 - Ebony/Lunar Grey
 - Ebony/Tan
 - Ebony Pimento

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- Santorini Black upper body, rear door, grille, headlamp surrounds and wheel arches
- Seven-inch LED projector headlamps
- Clear indicator lenses
- 'Defender' bonnet script in machined bright finish
- Metal/Aluminium exterior door handles
- Metal fuel filler cap
- Side steps
- Underbody protection for engine sump
- Bright Pack (white tail and indicator LED lamps)
- 16-inch Gloss Black Sawtooth alloy wheels
- Goodyear MT/R tyres
- Autobiography badge (rear)
- Santorini Black central information panel
- Semi Aniline premium leather seats with twin needle contrast stitching and embossed Autobiography logo
- Privacy Glass
- Aluminium door lock button, handle and air vent bezels
- Bright machined/enamel diff lock instruction plate
- Unique deep pile carpet mats to front and rear
- Spun metal discs in cup holder slots



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5.0 Order Call, Allocation and Production Timing

The Defender Celebration Editions will be centrally allocated to Retailers in line with a separate specific communication. Specifications are fixed although dealer fit accessories will be possible. First deliveries of the Heritage and Adventure Limited Editions are expected from September 2015. The first deliveries the Autobiography Edition are expected from June 2015. The last production month for Defender will be December 2015.

6.0 Pricing

	List Price	VAT 20%	Max Rec Retail Price	Road Fund Licence & 1st Registration Fee	On the Road Price	VED First Year Rate	Band	VED Subsequent Standard Rate*	First Registration Fee
Heritage									
90 Hard Top	£22,933.33	£4,586.67	£27,520	£280	£27,800.00	£225	LCV	£225	£55
90 Station Wagon	£25,516.67	£5,103.33	£30,620	£280	£30,900.00	£225	LCV	£225	£55
110 Station Wagon 7 Seat	£28,266.67	£5,653.33	£33,920	£280	£34,200.00	£225	LCV	£225	£55
Adventure									
90 Station Wagon 150 PS	£36,012.50	£7,202.50	£43,215	£280	£43,495.00	£225	LCV	£225	£55
110 Station Wagon 7 Seat	£36,012.50	£7,202.50	£43,215	£280	£43,495.00	£225	LCV	£225	£55
Autobiography									
90 Station Wagon 150 PS	£51,304.17	£10,260.83	£61,565	£280	£61,845.00	£225	LCV	£225	£55