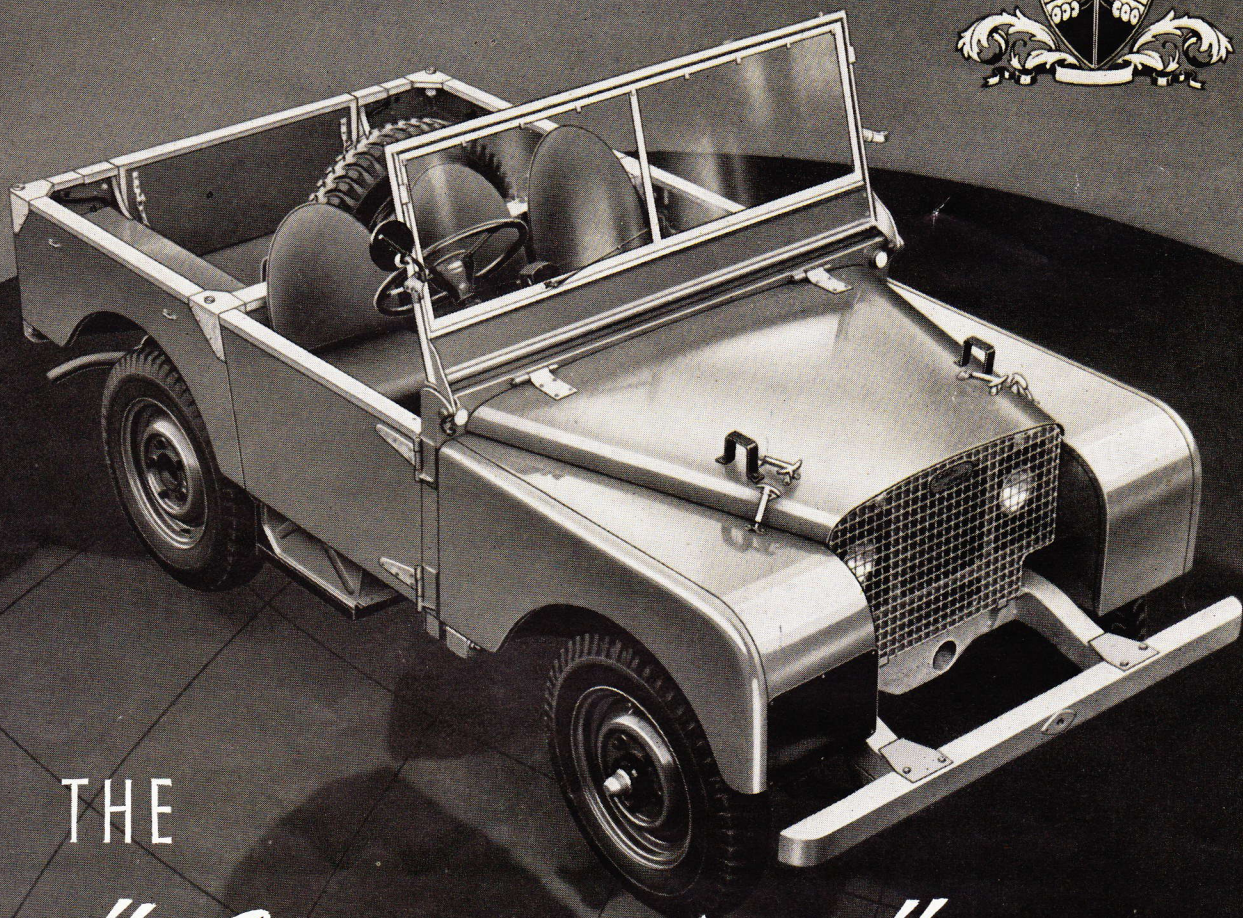
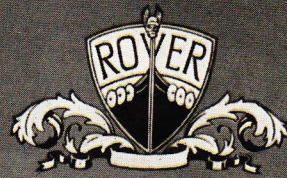


The
LAND
ROVER



THE

"Go anywhere" **VEHICLE**

THE
WORK

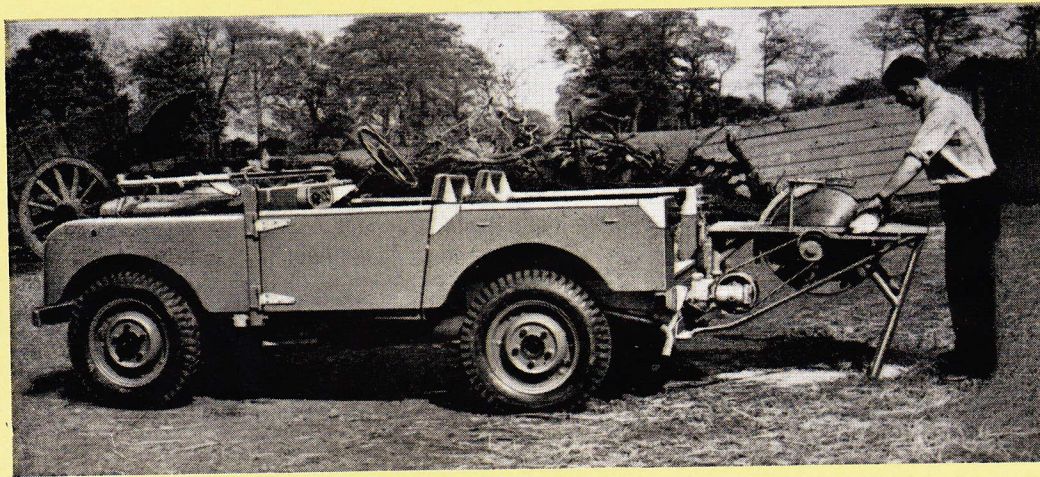
The **LAND- ROVER**

THE All British All Purpose Go Anywhere vehicle, designed to meet the many occasions arising every day on the farm, the estate, in industry, municipal undertakings and countless other directions where there is a job to be done.

The Land-Rover gives around the clock service and is never tired. It is a fast and economical vehicle for use on the road and possesses the ability to keep going under the worst ground conditions. The eight-Forward speeds and Four-wheel drive enables it to operate in places that no other wheeled vehicle could approach. On the farm it will do much of the work for which a tractor is used. It will transport heavy loads over ploughed fields where the going is hard. As a mobile power plant it takes the power right to the job wherever it is needed. Through the rear power take-off it can be harnessed to drive the threshing machine, the elevator for rick building, the chaff and roots cutter, the circular saw, the combine harvester, the power driven mower and other agricultural implements requiring either pulley or positive shaft drive. Through the centre power take-off the drive is by Vee belts for the air compressor for tree or paint spraying, it will operate the portable milking appliance and the generator and many more items of farm equipment than can be carried in the body of the vehicle. The illustrations given here show a few of the everyday uses for the Land-Rover on the farm. As an aid to increased production, the Land-Rover is invaluable.

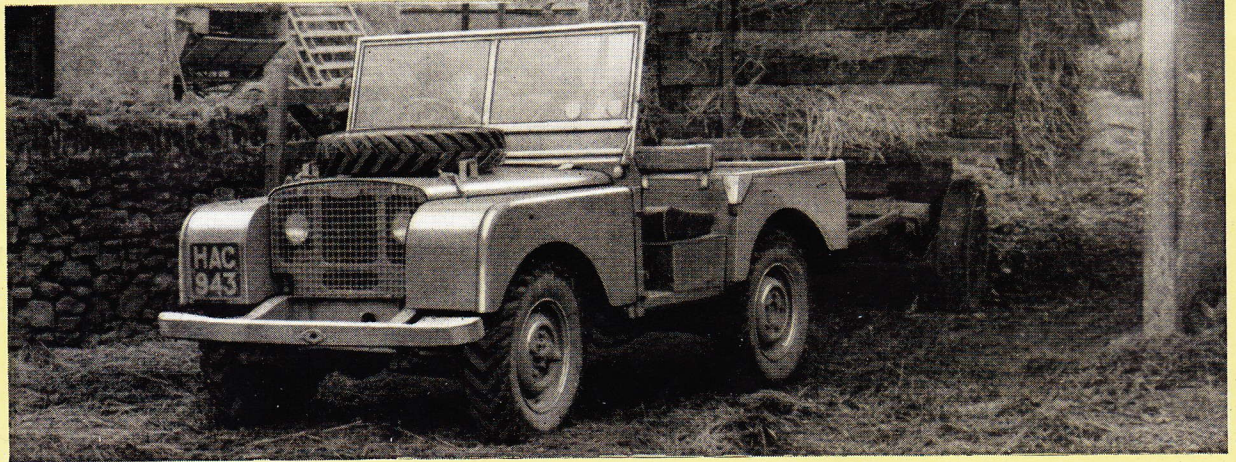
T H E W O R

Four-wheel Drive



L D S . M O S T

— 8 Forward Speeds



V E R S A T I L E

The

LAND- ROVER

IN INDUSTRY . . .

will be found equally serviceable

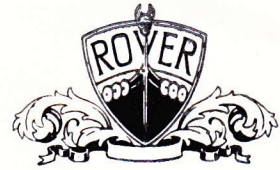
IT is powerful far beyond its H.P. rating and four-wheel drive gives maximum traction. It will move heavy machinery about the factory and due to the short wheel-base it is easily manoeuvrable in confined spaces. It can be used for speedy and economical delivery of goods or as an inter-factory vehicle for transporting lines of trucks. On normal roads it will draw a trailer load much in excess of its own weight. In Shipbuilding and Engineering, Road Construction and Quarrying it is of inestimable value for the many jobs calling for a highly efficient mobile power unit and for transporting men and materials just where they are wanted.

For municipal services the Land-Rover has special appeal. For Fire-Fighting it is used as a speedy tender for men and equipment. It is first on the job and can get nearer to the seat of the fire than the larger fire engine. For excavation work it both transports and provides the power to drive the compressor for pneumatic drills. It can be supplied as a mobile welding plant complete with full equipment for gas or electric arcwelding. For work on cable carrying pylons across country it can be speedily driven to locations inaccessible to other vehicles, over exceptionally rough ground, through mud, loose sand or long grass; the Land-Rover goes everywhere. It is designed for just those jobs no ordinary vehicle could do. It is The World's most Versatile Vehicle.

VEHICLE

The

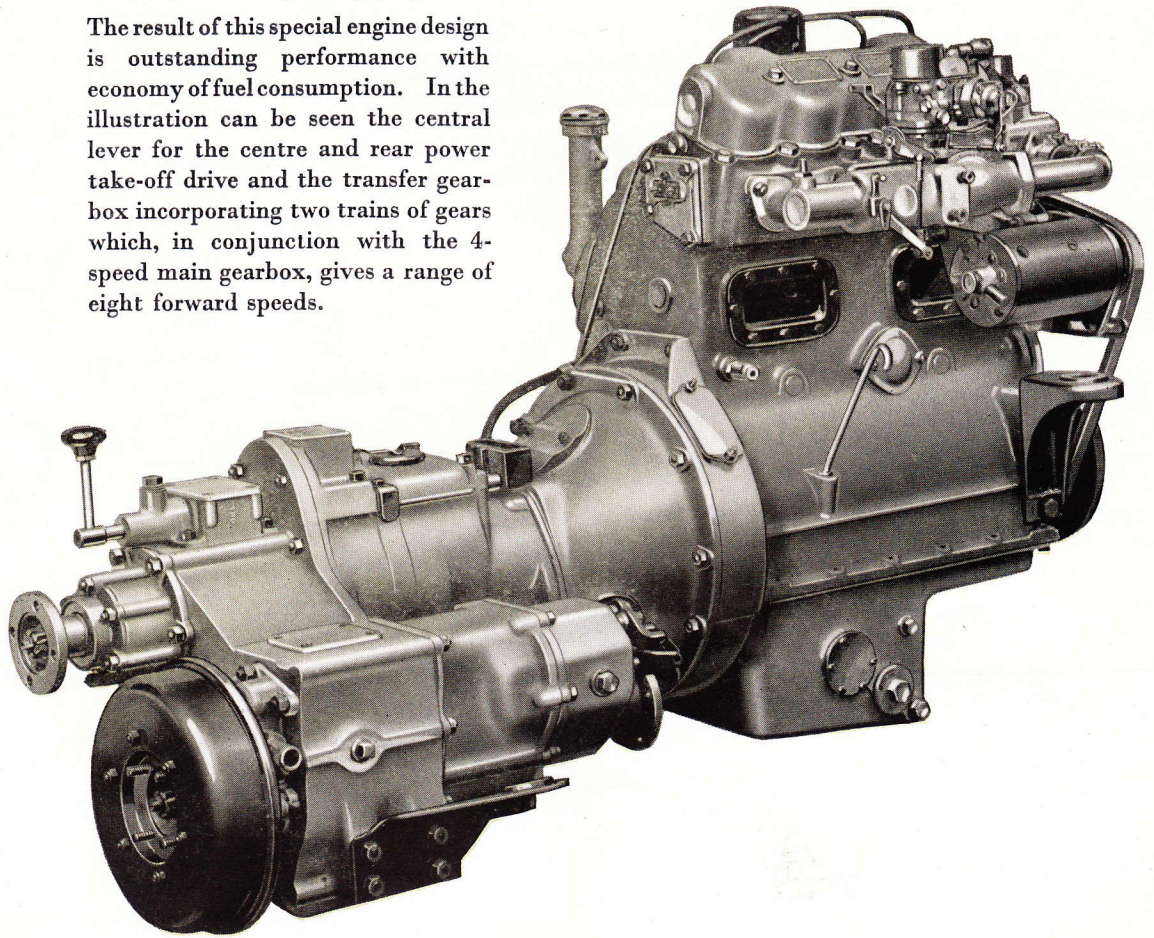
LAND- ROVER



POWER UNIT

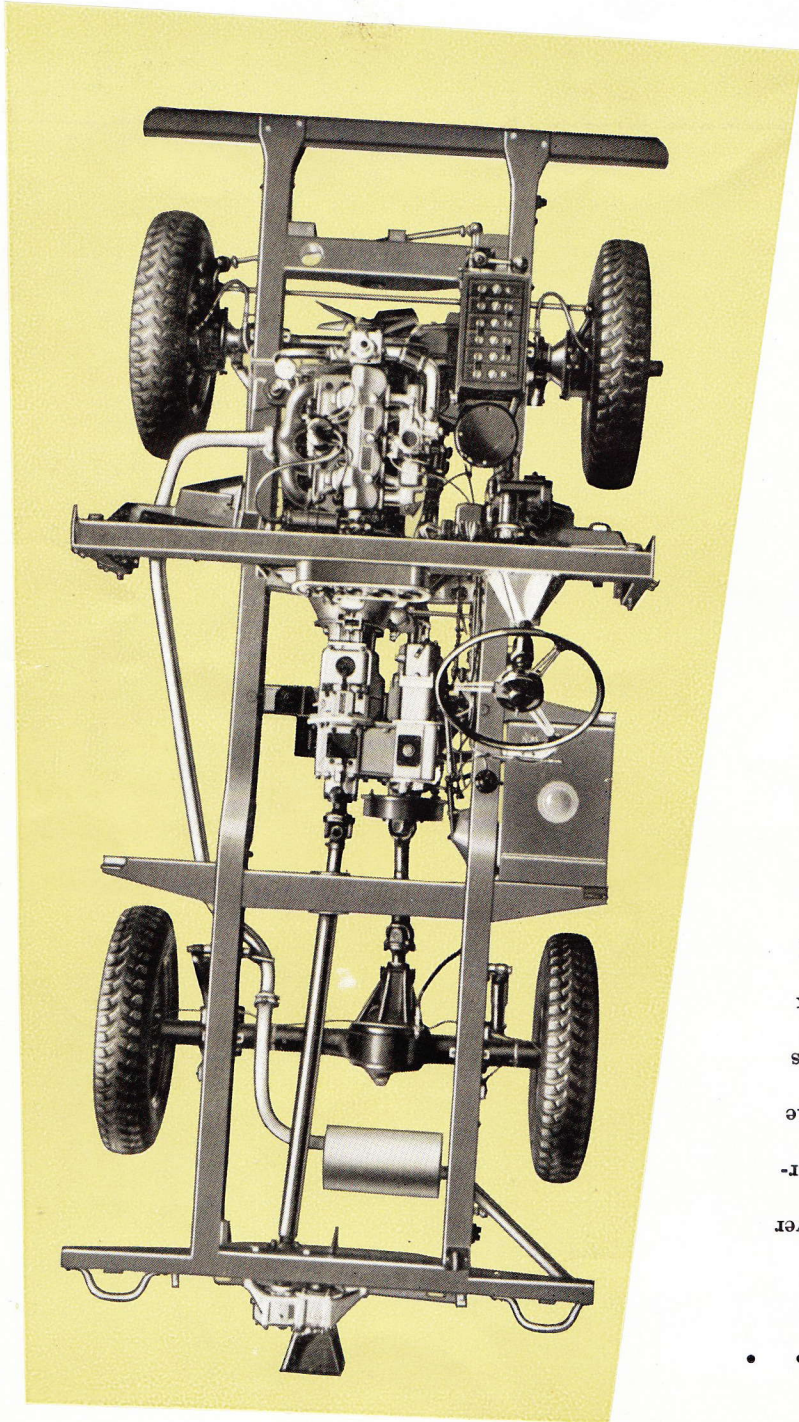
THE powerful high efficiency four-cylinder engine of the Land-Rover is the result of many years' experience in automobile engineering. The secret of its efficiency lies in the special design of cylinder head and the shape of the patented combustion chamber. The cylinder head joint is inclined at an angle to the cylinder block. The inlet valve is located overhead and the side exhaust valve is disposed at a considerable angle to the cylinder centre line permitting ample water flow to the valve seat. The shape of the combustion chamber allows for a very short flame travel from the centrally located sparking plug.

The result of this special engine design is outstanding performance with economy of fuel consumption. In the illustration can be seen the central lever for the centre and rear power take-off drive and the transfer gearbox incorporating two trains of gears which, in conjunction with the 4-speed main gearbox, gives a range of eight forward speeds.



V E H I C L E

V E R S A T I L E



THIS view of the Land-Rover chassis shows its clean serviceable design. The drive for the centre and rear power take-off is taken through the main gearbox and the drive to the front and rear axles is from the transfer box. The chassis frame is of box section and exceptionally strong. The Land-Rover is not an adapted vehicle, it is specially designed and built to cover a wide field of usefulness in the service of agriculture and industry.

CHASSIS . . .

THE CLEAN DESIGN OF THE LAND-ROVER



CHASSIS SPECIFICATION

Engine. Flexibly mounted on rubber at four points. Four cylinders, bore 69.5 mm. Stroke 105 mm. 1595 c.c. Maximum brake horse power 50. Three bearings counterbalanced crankshaft of high specification steel of ample dimensions. Camshaft in crankcase driven by double roller silent chains with hydraulic adjuster. Firing order 1, 3, 4, 2.

Valves. Overhead inlet valves operated by rocker and push rod from camshaft. Side exhaust valves with inserted valve seat operated by rocker in direct contact with camshaft.

Pistons. Aluminium. Inverted "V" shaped head to conform to patented design of semi-spherical combustion chamber giving increased compression turbulence. Two compression and two scraper rings are fitted.

Clutch. Single dry plate 9" diameter.

Dynamo. Automatic voltage regulator 12v.

Starter. Operates on flywheel.

Carburettor. Down-draught.

Petrol Filter. Mounted on dash.

Air Cleaner. Oil bath type.

Transmission. To rear and front axle by open propeller shaft via two speed transfer box.

Rear Axle. Semi-floating. Spiral bevel type. Ratio 4.7 : 1.

Cooling System. Water circulation by pump. Thermostatic control. A fan is fitted. Water capacity 17 pints.

Lubrication. By pressure from gear type pump forcing oil to all bearings, timing chain and valve gear. Capacity 10 pints.

Gears. Four forward speeds and reverse. Ratios: first 3.00 : 1, second 2.04 : 1, third 1.47 : 1, top 1 : 1, reverse 2.54 : 1.

Transfer Box. Incorporates two speeds which in conjunction with the main gearbox give a

comprehensive range of eight forward gears. Ratios: first 2.888 : 1, top 1.146 : 1.

Ignition. Coil and battery. Automatic controlled ignition advance, 12 volt battery. Capacity 51 amp. hours.

Front Axle. Fitted with differential similar to rear axle. The drive to front wheels is through free-wheel and constant velocity universal joints totally enclosed.

Chassis. Side and cross members of box section forming an exceptionally rigid assembly.

Steering. The steering wheel optional right or left hand driving position.

Fuel Supply. From 10 gallon tank under driver's seat.

Springs. Semi-elliptic. Four tubular type shock absorbers are fitted.

Wheels. Detachable disc wheels having 15" wide rims. Tyres 16x6.00 Heavy Duty traction type.

Dimensions. Overall width 5' approx. Overall length 132" approx. Weight of vehicle 2,594 lbs. Wheel-base 80". Track 50".

Draw Bar Pull. 1,200 lbs. to 2,000 lbs.

Rear Power Take-off (at extra cost). Drive through back of main gearbox to rear of chassis. Can be fitted to give pulley drive for threshers, chaff cutters, circular saw, etc., or shaft drive for power mowers, binders, combine harvesters, etc.

Centre Power Take-off (at extra cost). Arranged to drive by V belts, compressors, generators and other portable equipment which can be mounted in the body.

Body and general sheet metal work of high tensile non-corrodible light alloy.

All external steel fittings galvanised.

Subject to alteration without notice.

THE ROVER COMPANY LIMITED SOLIHULL • BIRMINGHAM • ENGLAND

Telephone : Sheldon 2461.

Telegrams : Rover, Solihull.

Service Depot : SOLIHULL. Telegrams : Rovrepair, Solihull. London Showrooms : DEVONSHIRE HOUSE, PICCADILLY, W.1 Telephone: Grosvenor 3252. London Service Depot: SEAGRAVE ROAD, FULHAM, S.W.6. Telephone: Fulham 1221. Telegrams: Rovrepair, Phone Fulham.

The name Land-Rover is a registered Trade mark of the Rover Company Limited.

The Land-Rover is subject to the guarantee conditions contained in The Guarantee Form issued by The Rover Company Ltd.

E & O.E

SEPT/50

T S O W S D T