



It is the definitive luxury sports tourer. Defined by exceptional on-road dynamics, class-leading comfort and outstanding breadth of capability.

And now, from the significantly revised body styling and the all-new interior to the two new engines, it is the new 2010 Range Rover Sport.





Introduction	1-3
New 2010 Range Rover Sport A newer, more stylish, more contemporary identity	PAGES 4-7
An all-new interior More luxurious than ever before	PAGES 8-17
Two new engines More power, more performance, better economy, fewer emissions	PAGES 18-21
On-road and off-road All-surface capability, improved on-road dynamics and comfort	PAGES 22-27
Safety Smart technology, safe technology	PAGES 28-33
Accessories Adding extra capability, more style and making it your Range Rover Sport	PAGES 34-35
Technical Data and Personal Choices Models, engines, interior and exterior colours and materials	PAGES 36-47

Sustainability PAGES 50-51



More alluring. Ready, poised in anticipation of the drive ahead, the new 2010 Range Rover Sport is now more assertive than ever. It reinvigorates its unique identity with a lower-to-the-road, more contemporary appearance. New 2010 Range Rover Sport, with its more muscular, sharper attitude looks like it's moving, even when it's standing still.









More style. New front bumpers add extra boldness. New Range Rover signature 'concentric circle' headlamps with LED technology, a new front grille and side vents envelop the vehicle with even more charisma. There are new rear light clusters, adding even more LED technology and reinforcing the Range Rover Sport distinctiveness. There is a new, restyled spoiler with integrated stop lamp. Three new, daring alloy wheel styles. And dramatic, new exterior colours. New appeal. New 2010 Range Rover Sport.



The 'twin strip' design theme on grilles, vents and lights gives new 2010 Range Rover Sport a more purposeful line.

New 2010 Range Rover Sport features the black and silver Land Rover badge throughout the range. More luxurious. Step inside the new 2010 Range Rover Sport and step up a class. Comprehensively revised, it just keeps getting better. The unique cockpit driving position becomes even more premium with a new, totally redesigned centre console and controls, a new instrument panel and instrument cluster all placing greater emphasis on the opulent driving experience.





New, easier-to-use Human-Machine-Interface (HMI) touch-screen with improved entertainment, information, navigation and communication functionality.

New instrument panel with 5 inch Thin Film Transistor (TFT)-LCD technology and optional leather surround from the extended leather pack.

New steering wheel with two separate 5-way navigation joysticks to maximise control and ease-of-use of the Infotainment system and functions on the TFT screen.

New 'Range Rover class' Noble-plated finish and wood veneer trim for a luxury ambience.

New premium interior materials including redesigned door casings and speaker frets.







More comfort. As the definitive luxury sports tourer, the new 2010 Range Rover Sport is the place to be for both driver and passengers alike. The dynamic cockpit interior is designed to cosset and cocoon, while the command driving position offers a clear view of the surrounding environment. The facia is new and more premium with a unique, contemporary design.

> New, redesigned seats are made to sit in, not on, and create an even more sporty experience and more luxurious, long-range comfort with driver's electrically adjustable seat bolsters available. They are available in new colours Premium Windsor leather, as well as leather combined with Alcantara[®]. Contrast stitching is available with Premium Windsor leather and leather combined with Alcantara[®]. An Extended Leather Pack, which features a dash finished in fine hide, can also be specified to make the interior environment even more select.

There is even interior mood lighting, which enhances the experience of night-time driving.

Alcantara® is a registered trademark of Alcantara S.p.A.







More exclusive. The superb, all-new interior provides increased levels of craftsmanship and comfort. Materials are now more tactile and more premium than ever before, creating a superior ambience of quality and prestige.

An acoustic windscreen and laminated front side glass raises cabin refinement higher still and improves noise insulation.





More intuitive, easier-to-use access to Infotainment. The focal point of the new centre console is a full-colour Touch-screen, which provides a hub for all audio, communication and navigation controls as well as adding significant improvements in functionality. This adds to the premium character of the interior by reducing the number of conventional controls required on the console and improves driver ergonomics.

Driver's seat memory controls and lock and unlock functions are relocated to the upper door area to improve operating ergonomics.



A choice of In-Car Entertainment options are available including **harman/kardon**[®] LOGIC7[®] surround audio system incorporating premium audio quality.

The Portable Audio Interface allows the connection to the In-Car Entertainment system of an iPod with full track and search integration. An MP3 player or a mass storage device can also be connected via the USB port.

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Push button Start/Stop. The vehicle is started with a dash-mounted push button without the requirement of key fob docking.

The new multifunction steering wheel gives fingertip control of key functions.

A paddle-operated gearshift is available on the new 2010 Range Rover Sport.

Keyless entry gives driver access without the necessity of using the key fob's unlock command. The vehicle is automatically unlocked and the immobiliser deactivated when the key fob comes within close proximity. More in control. New 2010 Range Rover Sport features Land Rover's legendary command driving position which gives better visibility of the road ahead for the earlier recognition of hazards and helps when manoeuvring. This can also help reduce driver stress and fatigue.

All key controls are close to hand and information is easy to read thanks to the centrepiece of driver information, the new instrument panel with its TFT-LCD technology. It shows key vehicle information, for instance gear selection status, and safety data, such as engine temperature, as well as displaying highlights from the Infotainment screen. Importantly, the display can be operated using a simple menu system controlled by the 5-way navigation joystick on the steering wheel.



More power. More performance. And enhanced economy. Two new engines – LR-V8 Supercharged and LR-V8 – both with upgraded next-generation 6-speed automatic transmissions with CommandShift®.









More choice. The right engines for a diverse variety of driving styles and performance requirements. Each one offers unparalleled levels of refinement, progressive power on demand, better fuel economy and significant improvements in the delivery of torque.

LR-V8 Supercharged

375kW (510PS) and 625Nm of torque enables longer gearing for improved fuel economy with CO_2 emissions of 348g/km. Fuel consumption 19.0mpg (14.9 L/100km) on EU combined cycle. 31 percent more power and 14 percent more torque than the previous 4.2 litre Supercharged engine. Highly efficient, spray-guided direct injection. Conforms to EU5 emissions regulations. Lightweight construction uses recycled materials.

LR-V8

276kW (375PS) and 510Nm of torque with cutting-edge powertrain technologies for an outstanding blend of power and efficiency. Fuel consumption 20.3mpg (13.9 L/100km) on EU combined cycle and with CO_2 emissions of 327g/km. 25 percent more power and 20 percent more torque than the previous 4.4 litre engine. Highly efficient, spray-guided direct injection. Conforms to EU5 emissions regulations. Lightweight construction uses recycled materials.

e_Terrain Technologies is a unique Land Rover engineering philosophy and commitment to sustainable initiatives which uses the latest creative and innovative technology to make continual and significant improvements to the environmental performance of all Land Rover vehicles. More advanced. New 2010 Range Rover Sport has many advanced dynamic technologies which combine to deliver exhilarating on-road performance.



New 2010 Range Rover Sport LR-V8 Supercharged features Adaptive Dynamics with Dynamic Program, the world's first production system of its kind to be based on predictive technology. Adaptive Dynamics on the new 2010 Range Rover Sport offers class-leading performance for combined on and off-road driving. It works by predicting the response to driver input, allowing the system to mitigate any excessive movement, rather than a conventional system which reacts after the vehicle has already moved. The Dynamic Program setting is selected via the Terrain Response® system which utilises Adaptive Dynamics to give an even more engaging drive and further reinforces Range Rover Sport's on-road driving dynamics. On LR-V8 Supercharged models the system can provide more performance-orientated responses to driver input by remapping steering, throttle and gearbox settings.









Thanks to Dynamic Technologies, new 2010 Range Rover Sport offers even better on-road performance than its predecessors and is the best ever Range Rover for driver-focused dynamics and performance. From the smoothest roads, to more extreme rough surfaces and poor weather conditions, the vehicle delivers a sense of confidence and security. More experience. The Terrain Response® system gives access to over 60 years of Land Rover four-wheel drive expertise and state-of-the-art dynamic technology.

Terrain Response[®] is your own driving expert with you in the vehicle at all times. Simply turn the new, more conveniently positioned dial to the appropriate icon and the new 2010 Range Rover Sport's engine, transmission, suspension and traction settings reconfigure for optimum driveability in all conditions. On Supercharged models the Terrain Response[®] system includes a new, sixth position on the dial, Dynamic Program, which gives an on-road focus to the vehicle's settings.



This technology now takes a further step forward and includes the new Sand Launch Control system and enhanced traction during rock crawl. Sand Launch Control helps prevent the wheels spinning when moving off from a standstill and the vehicle 'bellying out'. Once the vehicle reaches the appropriate speed the slip thresholds are increased to maintain progress.

Another cutting-edge development is the introduction of Trailer Stability Assist (TSA). Using onboard sensors that detect the presence of a trailer, TSA identifies trailer sway to trigger active braking, cut engine output and stabilise the trailer.

The Hard Disk Drive (HDD) Premium Navigation system allows features to be accessed more quickly – for instance, route finder and route recalculation times are significantly reduced – helping minimise delays in determining directions for the driver. The system also allows the latest mapping information to be easily uploaded via your Land Rover Dealer.









Adaptive Cruise Control (ACC) with Advanced Emergency Brake Assist uses radar to scan the road 10 times a second. ACC will automatically match the pace of the vehicle ahead, settling down behind it and maintaining a constant speed with one of four cruise gap distances set according to the driver's preference.

Forward Alert gives an audio and visual alarm when the distance to the vehicle in front decreases. Advanced Emergency Brake Assist is designed to detect a possible collision and prepares the brake system for emergency braking, then assists the driver as he or she brakes by applying full-force braking even if pressure on the pedal is light. ACC helps reduce the need for driver intervention and assists in creating a more relaxing, more comfortable journey.

> Bi-Xenon™ Adaptive Front Lighting with LED technology and the new Range Rover signature 'concentric circle' design give the new 2010 Range Rover Sport a striking new headlamp identity.

Automatic headlamps with high beam assist detect vehicle headlamps/tail lamps and dip the high beam until the light source is out of range.

To cope with the extra demands of improved performance, every new 2010 Range Rover Sport has upgraded brakes for enhanced stopping power and improved driver feel. The LR-V8 Supercharged has high-performance brakes developed with Brembo®.

Brembo is a registered trademark of Freni Brembo S.p.A The Bi-Xenon™ trademark is the property of Hella KGaA Hueck & CO., Germany







New Surround Camera system technology utilises five discreetly placed digital cameras to relay an almost 360 degree view around the vehicle to the Touch-screen display on the facia. The system provides a number of driver-assist features, for instance zoom and pan, which can be invaluable in situations such as towing a trailer.

New Parking Aid - Rear View Camera displays a rearward view from the vehicle on the Infotainment screen. To aid manoeuvrability lines representing the vehicle's outer perimeter and predicted path are superimposed on the rearward image.







Five digital cameras are housed around the vehicle – two on either side of the front bumper, one in each of the door mirror casings and one in the rear spoiler.



New 2010 Range Rover Sport's highly rigid body, with its low centre of gravity and energy-absorbing crumple zones offer impressive levels of safety and occupant protection. Dynamic Stability Control (DSC) monitors wheel speed and steering angle to help make cornering safer and more stable. DSC applies ABS braking to individual wheels to support and maintain control.



Further improvements to the Stability Control Systems include Roll Stability Control – which operates progressively to help reduce the likelihood of the onset of a rollover situation – and Enhanced Understeer Control – which helps the driver recover control by mitigating understeer. For added peace of mind, the new 2010 Range Rover Sport is equipped with a total of 8 airbags, including side curtains.




Accessories make this your new 2010 Range Rover Sport. Add personalisation with attitude to really stand out from the crowd. Add even greater luxury and exclusivity to the interior atmosphere. Or add even greater capability to suit an individual lifestyle. And remember, accessories can be added at any stage during the vehicle's life. Not just when it's new. For more information please contact your local Land Rover Dealer.









EXTERIOR COLOUR CHOICES



36



INTERIOR COLOUR CHOICES

PREMIUM PERFORATED LEATHER

LEATHER/ALCANTARA®



INTERIOR TRIM FINISHER*



ANIGRE

(GLOSS FINISH)

STRAIGHT GRAIN WALNUT (SATIN FINISH) GRAND BLACK LACQUER (GLOSS FINISH)

INTERIOR COLOUR COMBINATIONS

Leather/Alcantara®



Almond/Nutmeg seats with Ivory contrast stitching/Nutmeg carpet*

IP Topper Arabica**

Straight Grain Walnut Wood Finisher



Leather/Alcantara®



Ebony/Lunar seats with Ivory contrast stitching/Ebony carpet*

IP Topper Ebony**

Grand Black Lacquer Wood Finisher

*Contrast stitch on seats available as an option on Leather/Alcantara® and Premium Perforated Leather. **Extended Leather Pack option shown on Leather/Alcantara® and Premium Perforated Leather – includes instrument panel (IP) topper, end caps, door tops and door armrests wrapped in Premium Leather. Where the pack is not specified these elements of the interior are available in Ebony or Ocean trim finish.

* Model availability varies

COLOURWAYS

Leather/Alcantara®





Anigre Wood Finisher Leather/Alcantara®



lvory/Lunar seats with Ebony contrast stitching/Ebony carpet*

Premium Perforated Leather

IP Topper Ebony**

Grand Black Lacquer Wood Finisher

Premium Perforated Leather





IP Topper Arabica**

Straight Grain Walnut Wood Finisher



Ebony seats with Ivory contrast stitching/Ebony carpet*



IP Topper Ebony**

Grand Black Lacquer Wood Finisher

COLOURWAYS

Premium Perforated Leather







Anigre Wood Finisher

Premium Perforated Leather



lvory seats with Ebony contrast stitching/Ebony carpet*

Premium Perforated Leather

IP Topper Ebony**

Grand Black Lacquer Wood Finisher

Premium Perforated Leather



Tan seats with Tan stitching/ Ebony carpet[†]

IP Topper Tan

Grand Black Lacquer Wood Finisher





Anigre Wood Finisher

*Contrast stitch on seats available as an option on Leather/Alcantara® and Premium Perforated Leather. **Extended Leather Pack option shown on Leather/Alcantara® and Premium Perforated Leather – includes instrument panel (IP) topper, end caps, door tops and door armrests wrapped in Premium Leather. Where the pack is not specified these elements of the interior are available in Ebony or Ocean trim finish. †Extended Leather Pack standard for Tan and Arabica interiors – contrast stitch on seats not available. Contrast stitch on seats is standard on all Supercharged and a cost option on HSE models. Recommended wood option shown.

COLOUR AND TRIM MATRIX

COLOURWAYS		OCEAN/IVORY		E	BONY	EBON	NY/IVORY	ARABICA/ALMOND	ALMOI	ND/NUTMEG	EBONY/TAN
SEAT COLOUR	OCEAN	IVORY	IVORY/OCEAN	EBONY	EBONY/LUNAR	IVORY	IVORY/LUNAR	ARABICA	ALMOND	ALMOND/NUTMEG	TAN
CARPET	OCEAN	OCEAN	OCEAN	EBONY	EBONY	EBONY	EBONY	NUTMEG	NUTMEG	NUTMEG	EBONY
TRIM MATERIAL											
Leather/Alcantara®*	-	-		-		-		-	-		-
Leather/Alcantara® with Contrast Stitch*	-	_		-		_		-	-		-
Premium Perforated Leather*	-		-		-		-			-	
Premium Perforated Leather with Contrast Stitch*	-		_		-		-			_	
INTERIOR TRIM FINISHER											
Straight Grain Walnut	R	R	R	R	R	R	R	R			R
Anigre				R	R	R	R		R	R	R
Grand Black Lacquer	R	R	R					R	R	R	
EXTERIOR COLOUR											
Alaska White	В			R	R	R	R	R	R	В	R
		-	-		11	11	11			11	
	_		_	_	_	_	_				
Bali Blue				•	•	R	R	-	-	-	-
Bournville	-	-	-	R	R	R	R		R	R	R
Buckingham Blue	R	R	R	R	R	-		R	R	R	R
Galway Green				R	R	R	R	R			R
dalway dreen				п	п	п	п	п	•	-	п
Ipanema Sand	R	R	R	R	R		•	R	R	R	R
								-			
Izmir Blue		R	R	-		R	R	R	R	R	R
Lugano Teal**	R			R	R	R	R	R	R	R	R
Marmaris Teal**	В			R	R	R	R	R	R	В	R
	п	-	•	п	п	п	п	п	п	п	п
Nara Bronze				R	R	R	R	•	R	R	R
Rimini Red	-	-	-	R	R	R	R	R			
Santorini Black				R	R			R	R	R	
Starraway Cray	В					R	R	R	R	R	R
Stornoway Grey	н		L	-	-	н	н	н	н	н	н
Zermatt Silver		R	R	R	R	R	R	R	R	R	

■ Combination is Designer's Choice R Combination is Recommended □ Combination is Available – Combination is Not Available *Driver's Electrically Adjustable Seat Bolsters standard ** Marmaris Teal replaces Lugano Teal from January 2010

SPECIFICATIONS

ENGINE DATA	V8	V8 SUPERCHARGED
Location	Front North South	Front North South
Capacity	5000	5000
No. of cylinders	8	8
Cylinder layout	Longitudinal V8	Longitudinal V8
Bore (mm)	92.5	92.5
Stroke (mm)	93	93
Compression ratio (:1)	11.5	9.5
Cylinder head material	Aluminium	Aluminium
Cylinder block material	Aluminium	Aluminium
Ignition system	Denso Generation 1.5	Denso Generation 1.5
Valves per cylinder	4	4
Maximum power kW(PS)/rpm	276(375)/6,500	375(510)/6,000-6,500
Maximum torque Nm/rpm	510/3,500	625/2,500-5,500

STEERING DATA	V8	V8 SUPERCHARGED
TYPE	Speed proportional power as	sisted rack and pinion
Turns lock-to-lock	3.1	3.1
Turning circle (kerb-to-kerb)	11.5m	11.5m
Turning circle (wall-to-wall)	11.9m	11.9m
BRAKES		
Front size	380mm	380mm
Туре	Ventilated disc	Ventilated disc
Rear size	350mm	365mm
Туре	Ventilated disc	Ventilated disc
 Parking	Duo Servo	Duo Servo
ABS (Anti-lock braking system)	Bosch	Bosch

TRANSMISSION DATA

		<u> </u>
Transmission type	Automatic	Automatic
Gear ratio 6th (High/Low) :1	0.691 / 2.020	0.691 / 2.020
5th (High/Low) : 1	0.867 / 2.540	0.867 / 2.540
4th (High/Low) : 1	1.143 / 3.350	1.143 / 3.350
- 3rd (High/Low) : 1	1.521 / 4.460	1.521 / 4.460
2nd (High/Low) : 1	2.340 / 6.860	2.340 / 6.860
1st (High/Low) : 1	4.171 / 12.220	4.171 / 12.220
Reverse (High/Low) : 1	3.403 / 9.960	3.403 / 9.960
Final Drive ratio : 1	3.54	3.54
Transfer box ratio High : 1	1	1
Transfer box ratio Low : 1	2.93	2.93
	20 kph	20 kph
Low to High	60 kph	60 kph
Max speed in gear kph (mph) 6th High	209 (130)	225 (140)
1st High kph (mph)	51 (32)	49 (30)
	18 (11)	17 (11)

ENGINE, TRANSMISSION AND SUSPENSION	HSE	SUPERCHARGED
Permanent four-wheel drive		
Six-speed adaptive automatic gearbox with CommandShift® and high/low range	-	•
5.0 Litre V8 naturally aspirated petrol engine		-
5.0 Litre V8 Supercharged petrol engine	-	
Hill Descent Control with Gradient Release Control		
Four-wheel Electronic Traction Control		
Active rear E-differential		
Four-corner air suspension with Terrain Response®		

Standard D Option – Not available

SAFETY AND SECURITY

• Airbags, full size driver & front passenger, driver & front passenger side and head, rear outboard passenger head airbags

Four Channel all-terrain Anti-lock Braking System (ABS) with all round ventilated disc brakes

- Centrally mounted high stop lamp in rear spoiler
- Dynamic Stability Control (DSC)
- Roll Stability Control (RSC)

- Trailer Stability Assist
- Electric Parking Brake (EPB)
- Electronic Brake Assist (EBA)
- Passive engine immobilisation
- Ultrasonic Ala
- Remote central locking.





19 INCH 5 V-SPOKE ALLOYS 'STYLE 1'



19 INCH 15-SPOKE ALLOYS 'STYLE 5'



20 INCH 'STORMER' ALLOYS 'STYLE 2'



20 INCH 15-SPOKE ALLOYS 'STYLE 3'



20 INCH 15-SPOKE ALLOYS DIAMOND TURNED FINISH 'STYLE 4'



20 INCH 5-SPOKE ALLOYS 'STYLE 6'



20 INCH 5-SPOKE ALLOYS DIAMOND TURNED FINISH 'STYLE 7' Model availability varies.

Please note: When choosing vehicles fitted with specific wheel and tyre combinations or optional wheels and tyres, your intended use of the vehicle should be considered. Wheels with larger diameters and lower profile tyres may offer certain styling or driving benefits, but may be more vulnerable to damage, please discuss your requirements with your local Dealer when selecting your vehicle and specification.

DIMENSIONS AND CAPABILITIES





Rear wheel track 1,612mm Width 2,004mm mirrors folded Width 2,158mm mirrors out



Overall length 4,783mm



А Approach Angle Standard ride height 30.3°,off-road 34.6° (to spoiler) 34.6°

В

С Ramp Angle Standard ride height 20°, off-road 25°

Departure angle Standard ride height 26°, off-road 29° with reduced section spare wheel (to bumper)

Luggage Capacity Rear seats upright Height 943mm Width 1,221mm Loadspace volume 958 litres Loadspace width between arches 1,120mm Length at floor 991mm

Rear seats forward Height 943mm Width 1,120mm Loadspace volume 2,013 litres Loadspace width between arches 1,121mm Length at floor 1,754mm

Headroom Maximum front headroom 977mm (1,000mm with sunroof) Rear headroom 975mm



Wading Depth Maximum wading depth 700mm

PERFORMANCE AND WEIGHTS

WEIGHTS (kg)	V8	V8 SUPERCHARGED
Base Kerb Mass (weight from)*	2489	2590
Gross vehicle weight	3070	3125
Maximum mass on each axle (front)	1470	1470
Maximum mass on each axle (rear)	1710	1710
TOWING (towing pack option)		
Unbraked trailer (kg)	750	750
Maximum towing (kg)	3500	3500
PERFORMANCE AND FUEL ECONOMY		
PERFORMANCE AND FUEL ECONOMY Maximum speed kph/mph	209/130	225/140
	209/130 7.6 7.2	225/140 6.2 5.9
Maximum speed kph/mph Acceleration - secs 0-100kph	7.6	6.2
Maximum speed kph/mph Acceleration - secs 0-100kph 0-60mph	7.6 7.2	6.2 5.9
Maximum speed kph/mph Acceleration - secs 0-100kph 0-60mph Urban L/100km (mpg)	7.6 7.2 19.8 (14.3)	6.2 5.9 21.8 (13.0)
Maximum speed kph/mph Acceleration - secs 0-100kph 0-60mph Urban L/100km (mpg) Extra Urban L/100km (mpg)	7.6 7.2 19.8 (14.3) 10.5 (26.8)	6.2 5.9 21.8 (13.0) 10.7 (26.3)

* Includes 100% fuel, fluids, tools, spare wheel, without occupant

Fuel consumption figures: The results given here do not express or imply any guarantee of the fuel consumption of any particular vehicle with which this information may be supplied. Vehicles are not individually tested and there are inevitable differences between individual vehicles of the same model. The vehicle may also incorporate particular modifications. Furthermore, the driver's style and road traffic conditions, as well as the extent to which the vehicle has been driven and the standard of maintenance, will affect its fuel consumption. Fuel tank Petrol/Supercharged usable fuel 88.1 litres. Low fuel warning at 9 litres approximately.





Iandrover.com/ourplanet

Our commitment is to a sustainable future. Everything from the design of our vehicles and the way we build them, to how and where we use them and, at the end of their life, to how they can be safely disposed of, Land Rover is committed to a sustainable future. We're committed to reducing our impact on the environment and are working in four key areas.

e_TERRAIN TECHNOLOGIES.

In 2007 we announced a joint investment into new technologies to improve the environmental performance of our vehicles. This joint investment now stands at £800m. Building on the innovation of the Land_e concept, the first of these technologies is the Stop/Start engine in our diesel manual Freelander 2. In 2008 we revealed our new concept vehicle, the LRX; a Land Rover in body and spirit but conceived as a hybrid 2.0 litre diesel with potential CO₂ emissions of 120g/km.

SUSTAINABLE MANUFACTURING.

World class manufacturing facilities. Certified to ISO14001 since 1998. Our manufacturing facilities at Solihull and Halewood have reduced emissions by around 4 percent year on year, over the last 5 years. Our TDV6 and TDV8 engines are assembled in the Dagenham Diesel Centre which is powered by wind turbines. Total energy used in manufacturing each vehicle has been reduced by 19 percent since 2002. While water use per vehicle has been cut by 14 percent in the same period. We're also offsetting all CO₂ emissions by the manufacturing assembly of Land Rover vehicles at both plants. Partnered with specialist organisation Climate Care, our offset projects include a wind farm in China and hydro electric generators in Tajikistan. In addition, Land Rover vehicles are now designed to be 85 percent recyclable with all current models meeting the European End of Life Vehicles Directive. Sustainable and recyclable materials play an important role too: Freelander 2 contains 10 percent recycled and 10 percent renewable materials. CO₂ OFFSETTING in 2006, in the UK, we launched a pioneering programme for customers, independently administered by Climate Care, to offset CO_2 emissions for the first 45,000 miles (72,000 km) of all new Land Rovers. This programme is being rolled out progressively to other countries around the world. In October 2008 the Gulf and Levant markets joined the programme. We're also the first automotive company to offset 100 percent of our manufacturing assembly CO_2 emissions.

GLOBAL CONSERVATION AND HUMANITARIAN PROJECTS.

Land Rover vehicles are used by conservation and humanitarian organisations worldwide and are often first choice for difficult tasks. Organisations include the Born Free Foundation, Biosphere Expeditions, Royal Geographical Society (with IBG), China Exploration and Research Society and Earthwatch Institute. Our projects are diverse, ranging from an initiative to help with the protection of rare wolves in Ethiopia, to a project funded by our CO_2 offset programme which provides efficient cooking stoves to rural parts of Uganda.

Our planet. We take our responsibility to our planet very seriously. Our vehicles are designed for purpose. As part of our Fragile Earth policy Land Rover has actively promoted responsible off-road driving since 1990. Our Experience Centres teach drivers to understand the full potential and unique breadth of capability of their vehicles while reducing impact on nature and the environment, in a wide range of activities.

To find out more, and to see our progress, visit www.landrover.com/ourplanet

FI,



Geographics Society with ING



EARTHWATCH[®]



www.landrover.com

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BY APPOINTMENT TO HM THE QUEEN MANUFACTURERS OF LAND ROVER VEHICLES LAND ROVER, WARWICK BY APPOINTMEN TO HRH THE PRINCE OF MANUFACTURERS LAND ROVER VEHIC LAND ROVER, WARW

E DUKE OF EDINBURGH UFACTURERS OF ROVER VEHICLES ROVER, WARWICK

