



## The Land Rover Story (Hardback)

By Giles Chapman

The History Press Ltd, United Kingdom, 2013. Hardback. Condition: New. Language: English . Brand New Book. The very first Land Rover, launched in 1948, owed its low-key existence to shoestring British ingenuity and - literally - odds and ends left over from World War II. Rover thought it could keep its factory ticking over as the company's post-war fortunes slowly revived. They also thought that farmers might appreciate it as a handy cross between a pick-up and a tractor. But it was soon obvious that the company had created, in the Land Rover, a world-beating product. Giles Chapman tells the story of how Land Rovers have tamed the planet's toughest terrain with their unstoppable off-road capability. It also charts how the Land Rover legend allowed the marque to gradually expand its range with the Range Rover, Discovery, Freelander and the latest Range Rover Evoque. They're all cars as familiar in cities and suburbs as they are at home in the countryside. Land Rover has been controversial, its fortunes tied to Britain's economic ups and downs. Today it's on a roll, leading a renaissance in British design and manufacturing, yet the continued presence of the Defender...



**READ ONLINE**  
[ 3.64 MB ]

### Reviews

*This published pdf is fantastic. It really is rally fascinating through studying time period. I am just very happy to inform you that this is actually the greatest publication i actually have read within my own lifestyle and could be he best ebook for actually.*

-- **Noemie Hyatt**

*Extremely helpful to all class of individuals. It really is writter in straightforward terms instead of difficult to understand. I am just happy to explain how this is the finest publication i have got read inside my own lifestyle and might be he very best ebook for possibly.*

-- **Dr. Meta Smith**