

AUTOMOTIVE

## Land Rover book pays homage to discontinued Defender

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*Land Rover Defender; image source Bonhams*

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By STAFF REPORTS

British automaker Jaguar Land Rover is marking its seven-decade milestone in print.

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As the brand gears up for its 70th anniversary celebration in 2018, a new book titled "Icon" delves into the automaker's Series and Defender 4x4 models. While the Defender is no longer a part of the Land Rover line up, the model holds a significant place in the brand's history as its original vehicle.

### Tracing history

Land Rover first debuted at the Amsterdam Motor Show on April 30, 1948. The off-road vehicle prototype revealed at the show became the Series I, and the utilitarian model had several iterations over the years before being dubbed the Defender in 1990.

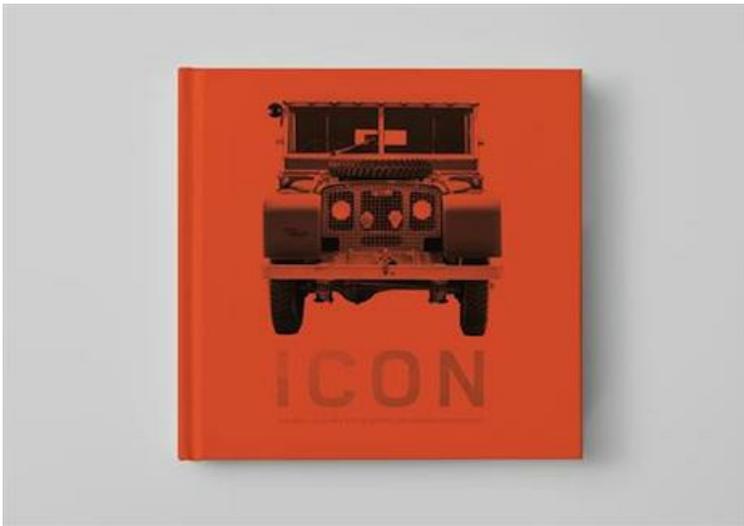
In 10 chapters, the 200-page tome explores the stories of the Series and Defender vehicles through interviews, artwork and never before seen photographs. Throughout the years, the Series and Defender models carried notable passengers such as the British royal family, celebrities and politicians, and the vehicles aided drivers as they set out on expeditions and humanitarian efforts.



*Photograph by Joanna Lumley within "Icon"*

For the book, Land Rover conducted interviews with production line personnel, company executives and famous owners, including designer Ralph Lauren and adventurer Bear Grylls. Journalist and television presenter Richard Hammond, a Land Rover customer, penned the foreword.

The hardcover book will be available for sale in July, retailing exclusively on Land Rover's Web site and select showrooms and experience centers.



*Cover of Land Rover's "Icon" book*

Last year, Land Rover discontinued its Defender, but the vehicle has lived on in new forms.

After 68 years, the Defender, formerly known as the Series Land Rover, ceased production, marked by a celebratory event. However, a "Defender Journeys" online hub and a Heritage Restoration Program have ensured that the iconic vehicle remains firmly embedded within the brand's narrative ([see story](#)).

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