

AUTOMOTIVE

Land Rover gathering to fete 70-year anniversary

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Land Rover Legends will be held in the automaker's native Britain. Image credit: Land Rover Legends

By STAFF REPORTS

Marking the 70-year milestone since the first Land Rover was introduced, a new event plans to bring the automaker's enthusiasts together to celebrate the marque's history.

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Land Rover Legends will be held on May 26 to 27, 2018 at Bicester Heritage, gathering auto connoisseurs, collectors and restorers to the Bicester, Britain campus. Events serve as a means for automotive fans to explore a favorite brand in-person, building a sense of community as those with shared interests meet up.

Motoring meet up

Land Rover Legends is being produced by Historic Promotions, a motorsport, aviation and military events company based at Bicester Heritage, which served as an RAF Bomber station during World War II. The event plans to showcase Land Rovers past and present, ranging from the original Series 1 created in 1948 to more recent models.

Among the cars on display will be original and refurbished vehicles, as well as prototypes and pre-production models. Also highlighted will be military derivatives of Land Rover cars.

Land Rover Legends will also hold presentations from engineers and designers who worked on the brand's cars, preservationists and explorers and others who have used the marque's vehicles over the years.



Land Rover Legends is marking the brand's 70th anniversary. Image courtesy of Land Rover Legends

Visitors who arrive in a Land Rover will be able to have their cars become part of the display via a special parking area. Owners will also be able to visit with restorers, specialists and suppliers in an exhibition area.

Tickets for Land Rover Legends will go on sale in January.

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

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 ([see story](#)).

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