

AUTOMOTIVE

Land Rover reminisces on adventure in anniversary effort

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Land Rover's new film examines a drive around the world decades ago. Image credit: Land Rover

By SARAH RAMIREZ

British automaker Land Rover is revisiting its legacy for discovery and reliability with the help of two Canadians who went on a continent-spanning journey decades ago with the help of the marque.

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Over the course of 14 months in the late 1950s, Robert Bateman and Bristol Foster traveled to almost 20 countries with the help of a Land Rover nicknamed "Grizzly Torque." A new short film takes the men down memory lane as they reflect on how the Grizzly Torque helped on their journey, the latest of Land Rover's 70th anniversary efforts that look at the past, present and future with equal appreciation.

Grizzly Torque

Land Rover's short includes new interviews with the two men as well as archival footage from their travels with the Grizzly Torque.

As explained by Mr. Bateman and Mr. Foster, they were inspired to drive around the world when they were young and had little responsibilities. They also describe the time period as a peaceful era after decades of war as further motivation for their trip.

Two Canadians drove a Land Rover Pilcher across 19 countries in 1957 and 1958.

The men planned their route using a school atlas. Due to the different terrains and roads they planned to drive through, they decided a Land Rover would be the best vehicle for their mission.

Land Rover's Pilcher model had built-in beds and room for a portable stove for cooking, making it an ideal home away from home for Mr. Bateman and Mr. Foster.

Footage of the Grizzly Torque being driven through a range of climates and traveling via ship is also shown, reinforcing the car's versatility over the course of their adventure. In some scenes, the Land Rover is combating different obstacles and being pushed through jungles or out of muddy pits.

As they traveled to different countries, Mr. Bateman painted small scenes that were placed on the side of the Land

Rover, while Mr. Foster did all of the driving. Mr. Foster also documented the trip through photography.



The Grizzly Torque includes paintings from around the world. Image credit: Land Rover

Not only was the Grizzly Torque a literal vehicle for their cross-continental trip, but it was also a driving force to bring people together and expose two young men to new cultures and environments.

At the film's close, they climb into the original Grizzly Torque and drive through the Canadian wilderness, reminiscing on the freedom the vehicle afforded them.

Land Rover legacy

In its milestone year, Land Rover continues to celebrate its legacy with anniversary initiatives showcasing the brand's appreciation for adventure, including some that also nod towards the future.

The automaker spotlighted its brand's historic 70 years by catering to the child inside consumers, manifesting how the marque is still young at heart despite its veteran status.

In the film "70 Years Young," the automaker looks to children to remind drivers to have fun, aligning the thought of driving its vehicles with pleasure. Another film, "The Spirit of Adventure" showcases a series of explorers who worked with Land Rover to reach new places and break records with the brand's vehicles ([see story](#)).

Land Rover also celebrated seven decades of all-terrain adventure via a journey through the Himalayas with a caravan of classic Land Rover models.

A short film, "The Land of Land Rovers," follows the long, winding trip many locals in rural West Bengal, India must undertake. The community has come to rely on Land Rovers to handle the road conditions because of the vehicles' versatility and longevity ([see story](#)).