

AUTOMOTIVE

Land Rover drives an original vehicle down memory lane

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Land Rover took one of their early employees on a drive in a Land Rover she helped make. Image credit: Land Rover

By SARAH RAMIREZ

British automaker Land Rover is once again leaning into nostalgia in an anniversary effort that spotlights the connection the marque's employees have with its classic cars.

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While many of Land Rover's 70th anniversary efforts have focused on celebrating past and present fans of its cars, the short "70 Years On" is notable because it also honors an employee from the early years of the automaker. The film reunites a factory employee, Dorothy Peters, with a Series I Land Rover she helped build seven decades ago.

"[The film] highlights the beginnings of Land Rover rather than showing its history by showcasing how the vehicles have evolved over time," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "It brilliantly tells Land Rover's story through Dorothy and has the feel of a short film rather than a marketing campaign.

"It shows the brand's characteristic ruggedness and durability by off-roading with a 70-year-old vehicle," she said.

Number 16

In the same manner as other retrospective Land Rover efforts, the film uses archival footage and new interviews to create a sense of both credibility and immediacy.

In a sit-down interview, Ms. Peters tells the story of how she became part of the Land Rover family. When she was just 15, in 1948, she went with her mother to the nearby Land Rover plant and applied for a job.

Land Rover reunited Dorothy Peters with one of the original Land Rovers she helped build

Ms. Peters shares her original work card from the service department and photographs of her and her friends working alongside the original Rover series cars.

At an anniversary event earlier this summer, Ms. Peters shared some of these photographs with Mike Bishop, Land Rover Classic's reborn engineering specialist and heritage expert. Mr. Bishop recognized one of the vehicles in her photos as "Number 16" off the production line, and one of his own personal Land Rovers.

Mr. Bishop makes arrangements to surprise Ms. Peters with her "old colleague," leading to an emotional reaction at

seeing a car she helped build.

Together, the pair drive Land Rover's legendary Jungle Track at Solihull. Their drive is intercut with footage of the original off-roading drives from the 1940s.

During their drive, Ms. Peters also admits to Mr. Bishop it is her first time riding in a Land Rover, making the experience even more memorable.



Dorothy Peters and her family toured the Land Rover factory. Image credit: Land Rover

Afterwards, they arrive at the Solihull factory and greet Ms. Peters' family. Mr. Bishop leads her on a tour, and archival footage of the early days of Land Rover transitions into today's modern assembly line.

At the film's conclusion, Ms. Peters thanks everyone at Land Rover who made her experience possible.

Automotive anniversary

In its milestone year, Land Rover continues to celebrate its legacy with anniversary initiatives showcasing the brand's appreciation for history and adventure.

The automaker revisited 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.

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 short film takes the men down memory lane as they reflect on how the Grizzly Torque helped on their journey, in a recent part of Land Rover's 70th anniversary efforts that look at the past, present and future with equal appreciation ([see story](#)).

Land Rover also blended together adventure and music with the help of a masterful ambassador.

Composer Hans Zimmer created a musical score inspired by a drive in a 2018 Range Rover along the Angeles Crest Highway. While adventure is central to Land Rover's brand messaging, this is a more upscale take for the automaker as it captures the emotion of riding in its vehicles ([see story](#)).

"This campaign ties into other 70th anniversary efforts as it continues to tell the stories of its owners just as we saw with the 'Well Storied' series at the beginning of the anniversary campaign," Ms. Blackley said.