

ROVERS NORTH

Land Rover Specialists NEWSLETTER



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JANUARY, 1985

NEWS AND NOTES

This is the first Newsletter, and we'd like to solicit your ideas, suggestions, on what you might like to see in future issues. More technical articles? Personal experiences with Rovers on trips you've taken? Information on what's going on at the Rover factory in England? Whatever we can dig up on possible plans to re-establish Rover dealerships in the U.S.? We do plan to have certain standard features such as "Sightings" and "Modifications," tips on "how to." And of course we will have a "classified" column as a standard feature. What about a "Parts Exchange" column? Any thoughts that you have would be welcome -- and welcome to the first Newsletter!



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INTRODUCING ROVERS NORTH

Mark Letorney's operation at Rovers North is different. What makes it so is his belief in his product -- personally owning six different kinds of Rovers (all used) is evidence of that. In addition, Mark makes annual trips to England to visit his suppliers, and to the factory to keep up with the latest developments.

Rovers North, recently expanded, is Mark's world (he and his wife and two small sons live next door to the shop). In the shop there's not a white-coated "doctor of motors" in sight; no spotless Mr. Goodwrench ("Gee, Mrs. Johnson, let me show you the dipstick"). But there is friendliness. Mark, or any member of his work force, is always willing to stop and talk, or "visit," as Vermonters call it.

Mark built his business from scratch, from the time ten years ago when he bought his first Land Rover, a 1967 88. Disgusted with a dealership's service, he began working on his truck himself. Then he bought a parts Rover and after awhile he began selling some parts -- and his business grew slowly from there. Now he ships parts to all states and even to Central America. There are now three working mechanics, a parts manager, and two part-time staff. Work is proceeding on computerizing inventory.

(con't p.2)

ROVERS NORTH

LAND ROVER SPECIALISTS

(Intro. to Rovers North, con't)

Mark's belief is in good service, and he has a genuine concern with quality. "You have to try to be competitive with major suppliers," Mark says, "but you also have to balance this with quality. So -- sometimes a given part can list for more than a competitor's." He cited the selling of inferior axles as an example.

"Quality is a problem," Mark continues. "For a while I dealt with a large supplier, some of whose parts were inferior -- valves burning up, problems with seals and so forth, general workmanship."

As a result of his trips to England, Mark switched to buying all genuine LR parts from his three suppliers there. He buys mostly new but some second-hand. He is now, however, offering a less expensive line upon request from customers. He can provide, for instance, a gas tank at one-third the regular price, but of course it won't last as long.

Says Mark: "The majority of our inventory concentrates on II, IIA, and III Series manufactured from 1958 to the present." He adds that there are some Series One parts in stock.

Mark also imports used military and other Rovers, and lately has begun to sell new Rovers, through he doesn't intend to try to establish a U.S. dealership. (There are no problems, by U.S. law, with emission controls on imported vehicles made before 1968.) Mark does any and all repair work on local and out-of-state Rovers.

Of the six used Rovers Mark owns, perhaps the most interesting is the Military Air Portable. Extremely lightweight, it was developed for the British army to be dropped by parachute. Its very lightness allows it to travel in sand or mud where other 4-wheel drive vehicles bog down -- Mark can attest to its efficiency through personal experiment and experience (it's a 1973 Series III 88). The other Rovers Mark owns are a 1967 Series IIB Forward Control, a diesel; a 1981 Range Rover, also a diesel; a Series IIA 109 regular; a 1967 Series IIA military ambulance; and a 1971 Series IIA 88 pick-up, the last three petrol.



PROFILES

Rover owners -- are they different? What makes them so? Do they have three eyes and a purple goatee (to clean up an old limerick)? Or what? Do you, the readers, think it would be interesting to have a psychological profile of a Rover owner? Anyone's comments welcome. We'll make up a composite if we get any response on this -- which might come out with as weird a result as that limerick above suggests. But it would be fun to try anyway. So we'd like to hear from you, how you first got the habit and so forth.

*Available on request



SIGHTINGS

(\$5.00 REWARD)

We'd like to encourage you, our readers, to send in any interesting articles (or tell us where to find them) on Rovers which you come across, technical or otherwise. What about Rovers in fiction? For instance, one of the best current American novelists, Walker Percy, refers to a LR as part of a kind of visionary, Edenic plan of a character called Merlin in his novel Lancelot (p. 217 paperback; p. 203 hardcover). Think of Hemingway and all those African stories. We'd like to make "Sightings" a standard feature of the Newsletter. In addition to technical or other articles, anything exotic would do -- Rovers seen in odd places, domestic or foreign (with perhaps odd uses). We'd pay five bucks per submission if we find the "Sighting" usable (editor's discretion). This would apply to any interesting trips you've taken in your Rovers, in this country or abroad.

Here's a "Sighting" which is pretty obvious, but if you haven't seen the current movie "The Gods Must Be Crazy," you ought to -- a LR is almost a central character in it. The LR in the movie is owned by a minister who calls it the "Anti-Christ" because of its balkiness. The movie is satiric and funny, a pleasure visually and in every other way, set in Africa of course. It shows what a LR can do -- and what can be done to it.

Or take the case of the self-righting Range Rover, described in a magazine article. Driven into a bog which tipped it on its side, the driver put the vehicle into reverse and out it came, right side up. The driver's face was almost in the mud. The author called it a "miracle." The terrain was extremely rugged, old drovers roads in the Welch mountains. (In Car and Driver Magazine, February, 1983, by David E. Davis, Jr.)

DO YOU HAVE FRIENDS WHO WOULD LIKE OUR CATALOGUE? IF SO, WOULD YOU FILL IN THE BOX BELOW, AND WE WILL SEND IT TO THEM.

Name _____

Address _____



COILED TO STRIKE BACK

(ROVERS NORTH IS NOW SELLING THE NEW 90)

On the 18th May your intrepid editorial team attended the Press Launch of the new Land Rover model at Eastnor Castle. At the same time we were shown the latest improvements to the Range Rover which moves still further into the super luxury class. This is understandable now that the coil sprung Land Rover SWB has arrived. There is little doubt, in my mind at least, that some owners who previously ran over-specified Range Rovers as working vehicles will sigh gratefully and GO for the NINETY instead.

Land Rover owners are a pretty conservative lot when all is said and done. They always have been, but then so was the Company that produced the object of their affections.

There is no doubt that for years the marque rested smugly on its laurels, convinced that its position in world markets was unassailable.

Meanwhile the flood of vehicles in the same class grew. The Japanese with their Nissan Patrols, Daihatsus and Toyota Land Cruisers swept through traditional "Land Rover country" and owners' loyalties began to waver; even in Europe, people who should have known better were hinting that Solihull was finished. The faithful were turning away, no longer willing to accept that "there is no more cash in the kitty" was a justifiable excuse for the apparent lack of progress.

The first public signs that Land Rover Ltd. were aware of their situation came in March 1983 with the announcement of the then new "One Ten". This model introduced some of the most startling and far reaching changes ever tackled by the Company, though there were those who still shook their heads in disappointment - apparently it still looked too much like a Land Rover.

The "One Ten" has been a roaring success; surprising even the manufacturer with its rapid acceptance in markets throughout the world. Certainly there were teething troubles. Water leaks and apparently indifferent quality control raised the hackles of a few owners, but generally the vehicle has been

exceptionally well received. An indication of this is the fact that the model accounted for nearly one third of total home market sales in 1983, and that despite having only been announced in the March.

Having established the "One Ten" in the rightful place at the top of its class, Land Rover Ltd. are now girding their loins to do battle in a far more competitive field where once their short wheelbase models had ruled supreme for so many years. And not before time either.

Their challenger, the "Ninety", looks every inch a winner. It has inherited the purposeful good looks of the "One Ten", including the one piece windscreen and the so-called "eyebrows" over the wheels. Coil suspension with beam axles evolved from the Range Rover's are standard and the disc/drum brakes system should provide more than enough stopping power. Axle location is achieved by twin leading radius arms and a "Panhard" rod at the front and twin tubular trailing links with a centrally mounted 'A' frame at the rear. However, unlike the bigger members of the family, the "Ninety" will not be offered with the "Boge" self-levelling unit. It is not needed on such a short wheelbase anyway.

The chassis is totally new with tubular outriggers for the body and a bolted-in cross member supporting the transmission. Essentially, however, it is a shortened "One Ten's". This means that it is incredibly robust, ensuring (hopefully)

a long and trouble free life. That is more than can be said of the exhaust which is a two box system, the first box looking somewhat vulnerable as it protrudes below chassis level in the mid-section of the vehicle.

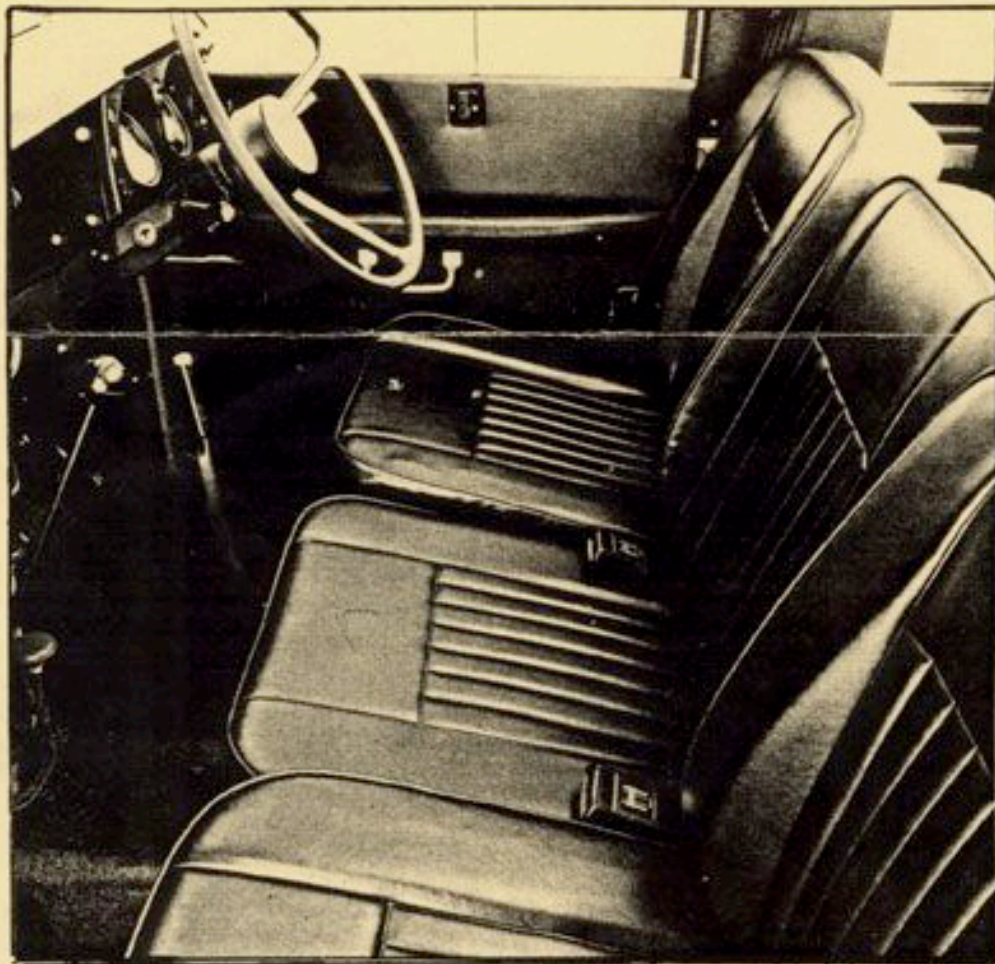
As always with Land Rover, the option of petrol or diesel power is offered. The recently updated 2286 cc petrol engine produces 74-bhp at 4000-rpm and a very impressive 120-lb/ft. of torque at only 2000-rpm. The diesel is the version announced last January which is derived from the original 2286 cc unit but stroked out to give 2495 cc and 67-bhp. Torque on this engine peaks at 114-lb/ft., and this time at only 1800-rpm.

Neither engine is going to set the world alight but both are more than adequate for the task in hand. I doubt if it will be very long before some interesting conversions appear on the market anyway - for those that have a need to scare themselves to death periodically.

The ten gallon fuel tank on Series III 88's and some other models has long been a bone of contention amongst owners. It is ridiculously small and restrictive for this type of vehicle and it would appear that the point has been driven home at last. The "Ninety" has a twelve gallon tank. Not an enormous increase I know, but 20% is pretty dramatic by Land Rover standards and is definitely a step in the right direction. For reasons best known to themselves, the

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MID-WINTER SPECIALS



The main attraction of our mid-winter special is Deluxe seat cushion sets.

The deluxe cushions are a good looking, rugged, black vinyl replacement for the front seats of any Land Rover.....whether you want to dress up your Land Rover or just replace torn or mismatched seats, the deluxe cushion is an ideal choice.

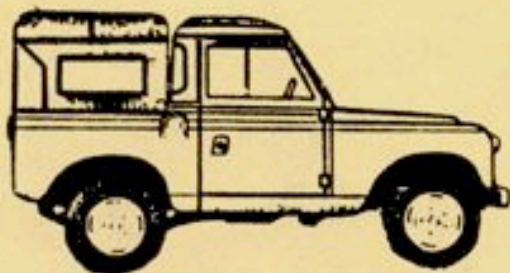
	regular price	SPECIAL
Drivers top and back	\$103.00	90.00
Center top and back	103.00	90.00
Passenger top and back	103.00	90.00
COMPLETE SET	309.00	** 249.00 **

CANVAS TOPS

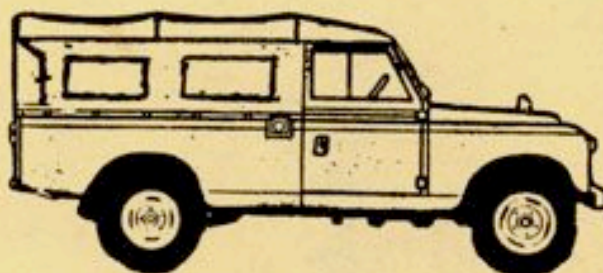
We are placing a special canvas top order in England. If you would like to take advantage of these savings, please place your order before March 1, 1985. A \$100.00 deposit is required. The tops will arrive before June 1. They are available in either green or blue canvas with plastic windows.

FULL LENGTH	regular price	SPECIAL
88".....	\$299.00.....	\$224.00
109".....	\$345.00.....	\$259.00
3/4 LENGTH		
88".....	\$249.00.....	\$187.00
109".....	\$325.00.....	\$244.00

DISCOUNTS ON ORDERS TAKEN BEFORE APRIL 1, 1985



88" 3/4 LENGTH



109" FULL LENGTH



INTERIOR DOOR PANEL

These replacement panels are a 3 piece (top, arm rest, and bottom) black vinyl unit. They are well made, easy to install, and will dress up any Land Rover. Will fit a ser. II, IIA, III front door.

-with pocket.....\$79.00 set
-without pocket.....\$69.00 set

EXTERIOR SUN VISOR

This aluminum exterior sun visor attaches above the windshield to reduce glare and aid in comfort and vision.....\$79.00

ROVERS NORTH
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 (802) 879-0032

CLASSIFIEDS

20c per Word...\$2.00 Minimum

- complete cars for sale
- parts for sale
- complete cars wanted
- parts wanted



Within the box at right, write ALL information to be published, including phone number and address.

*Phone number counts as ONE word.

*Abbreviated words and initials count as ONE word.

*Numbers count as ONE word.

(RN = Can be seen at Rovers North)

- Series Ila 88. Re-built engine, all-season radials, all new wiring. New battery, engine block heater, good frame. New weather stripping, new paint. Four coil-overs, safari roof, roof rack: Dual heaters. Customized interior. \$3,000 firm. Littleton, N.H. eves and week-ends 603-444-2071
- 1980 Range Rover, 2 door, R.H.D. Russet brown, 4.2 litre diesel, 4 speed, plus overdrive. New Michelin radials, heavy duty suspension, excellent throughout. \$16,200 (RN)
- 1974 88, Series III, Civilian. Limestone, 25,000 miles, 8000 lb. Warn winch, Warn locking hubs, steps, overdrive, 15" Michelin radials. \$7,500 (RN)

Please Fill Out This Section For Reference:

NAME _____ PHONE NUMBER _____

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