



MARKETING BULLETIN

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Bulletin: **MGI0418**
Section: **General Information**
Date: **7/19/04**
Model: **LR3**

Applicable: **USA**

SUBJECT: LR3 PRODUCT LAUNCH

The launch of the all-new LR3 is a momentous event in the evolution of the Land Rover brand. With its intelligent technology, sophisticated power delivery, supreme all-terrain flexibility and stellar on-pavement performance, the LR3 represents an exciting move forward for Land Rover.

At its launch this fall, the LR3 will be available in SE or HSE trim levels, both with the same 300-horsepower V8, six-speed automatic transmission drivetrain. With advanced systems such as Terrain Response™, Active Roll Mitigation and four-corner, independent Electronic Air Suspension, the LR3 will further strengthen Land Rover’s reputation for outstanding capability and sophistication, on-road and off.

The LR3 brings iconic design, innovative use of interior space and “smart technology” together in a bold new addition to the Land Rover line-up.

PREMIUM CONTENT, HIGH VALUE

The all-new Land Rover LR3 has the premium content to support its inclusion in a different market segment than the outgoing Land Rover Discovery. For example, the MSRP and features of the new LR3 are competitively aligned with the Lexus GX 470 and the Mercedes-Benz ML500. On the other hand, its exterior and interior dimensions more closely resemble the more expensive and expansive Lexus LX 470.

Because of this, the LR3 will compete across a number of segments – with vehicles larger and smaller, and with vehicles that have both lower and much higher MSRPs. While specific product details follow in this bulletin, be assured that the all-new LR3 embodies leading-edge technology, segment-leading interior accommodations and the kind of high-value features that today’s consumers are looking for.

LR3 VEHICLE SPECIFICATIONS & FEATURES

Detailed specifications and features are listed below. While much of this information is still preliminary, you can refer to this when addressing customer questions about this all-new vehicle.

BODY/CHASSIS CONSTRUCTION

- Integrated Body Frame™ with hydroformed members and advanced high-strength steels, including boron steel in the A- and B-pillars, and door side-intrusion beams.
- Outer-body panels are double-sided zinc-coated steel and aluminum alloy.



ENGINE

Type	90-degree V8.
Construction	Aluminum-alloy cylinder head and block.
Displacement	4.4 litres (268 cu. in./4394 cu. cm)
Bore x stroke	3.47 x 3.56 in. (88 x 90.3 mm)
Valvetrain	Chain-driven double overhead camshafts, four valves per cylinder. Variable Camshaft Phasing (VCP).
Compression ratio	10.5:1
Horsepower @ rpm	300 bhp @ 5,500 rpm
Torque @ rpm	315 lb-ft @ 4,000 rpm
Fuel management	Sequential multi-port fuel injection.
Ignition	Distributorless ignition system.
Fuel requirements	Premium unleaded.
Fuel tank	22.8 U.S. gallons (86.3 litres)

SUSPENSION

Electronic Air Suspension with automatic load-leveling and multiple modes: Access (50 mm/2.0 in. lower), Standard, Off-Road (55 mm/2.2 in. higher) plus automatic Extended mode. Cross-link valves for improved off-road performance.

Front Independent, double-wishbone with long-travel air springs. 10.0 inches (255 mm) of vertical wheel travel.

Rear Independent, double-wishbone with long-travel air springs. 13.0 inches (330 mm) of vertical wheel travel.

TERRAIN RESPONSE™ SYSTEM

- Multi-mode system to maximize traction and control in a variety of driver-selectable settings: General (optimizing systems for most normal driving conditions), Grass/Gravel/Snow, Mud/Ruts, Sand, Rock Crawl.
- Modifies response of engine, transmission, differentials, dynamic systems (DSC, 4ETC, HDC) and air suspension.

DRIVETRAIN

Drive system	Permanent four-wheel drive.
Traction control	Four-wheel Electronic Traction Control (4ETC).
Transfer gearbox	Two-speed electronic transfer gearbox. Shift-on-the-move capability. Electronically controlled, infinitely variable locking center differential. Optional electronically controlled, infinitely variable locking rear differential.
Transfer ratios	High: 1.00:1 Low: 2.93:1
Transmission	ZF HP26 six-speed electronically controlled automatic transmission with CommandShift™ manual control. Locking torque converter. Normal, Sport and CommandShift™ manual shift modes. Advanced features include: Fast Off, Mountain Mode and Intelligent Shift Patterns.
Gear ratios	1st - 4.17:1 2nd - 2.34:1 3rd - 1.52:1 4th - 1.14:1 5th - 0.87:1 6th - 0.69:1 Reverse - 3.40:1 Final-drive ratio - 3.73:1

EXTERIOR DIMENSIONS

Overall body length	190.9 in. (4848 mm)
Overall body width	75.4 in. (1915 mm)
Overall body height	74.5 in. (6 ft. 2.5 in./1891 mm)*
Wheelbase	113.6 in. (2885 mm)
Track, front/rear	63.2/63.5 in. (1605/1612.5 mm)



INTERIOR DIMENSIONS

Seating capacity	Five (seven optional)
Headroom, front/rear	40.4/42.4 in. (1027/1076 mm)
Headroom, third row	40.1 in. (1018 mm)
Legroom, front/rear	42.4/37.6 in. (1078/955 mm)
Leg room, third row	36.3 in. (923 mm)
Shoulder room, front/rear	59.2/59.4 in. (1503/1508 mm)
Shoulder room, third row	42.8 in. (1087 mm)
Cargo capacities	
■ All seats folded	87.4-90.3 cu. ft. (2.48-2.56 m ³)
■ Behind 2nd-row seat	42.1-44.5 cu. ft. (1.19-1.26 m ³)
■ Behind 3rd-row seat	9.9 cu. ft. (.28 m ³)
Max. loadspace length	72.1-76.8 in. (1831-1950 mm)
Loadspace width	
■ Between wheel arches	45.1 in. (1146 mm)
■ Maximum width	48.6 in. (1235 mm)

WHEELS & TIRES

Wheels	18 x 8.0-in. aluminum alloy on SE. 19 x 8.0-in. aluminum alloy on HSE.
Tire size	255/60HR18 mud+snow radials on SE. 255/55HR19 mud+snow radials on HSE.
Spare	175/80R19 temporary spare tire on steel wheel. Optional full-size spare tire and aluminum-alloy wheel.

STEERING

Type	Power-assisted rack-and-pinion.
Turns lock-to-lock	3.3
Turning circle	37.6 ft. (11.45 m)

BRAKES

- Power-assisted four-wheel ventilated disc brakes.
- 13.3-in. front/13.8-in. rear discs (337/350-mm).
- Dual hydraulic circuits with front/rear split.
- Four-channel, all-terrain Anti-lock Braking System (ABS).
- Electronic Brakeforce Distribution (EBD).
- Emergency Brake Assist (EBA).
- Cornering Brake Control (CBC).
- Electronic parking brake with emergency full hydraulic capability, including DSC, ABS and EBA.
- Active Roll Mitigation (ARM).
- Hill Descent Control (HDC). Restricts downhill speeds. System features programmable target speeds.
- All-terrain Dynamic Stability Control (DSC).

OFF-ROAD DIMENSIONS

Ground clearance	
Under body	7.3-9.5 in. (185-240 mm)**
Under front axle	8.0-10.2 in. (203-258 mm)**
Under rear axle	8.4-10.6 in. (214-269 mm)**
Angle of approach	32.2-37.2 degrees**
Angle of departure	24.9-29.6 degrees**



OFF-ROAD DIMENSIONS (Cont'd.)

Ramp breakover angle	22.8-27.9 degrees** (excluded angle)
Maximum gradients	
Ascent/Descent	45/45 degrees drive through 35/35 degrees continuous
Side slope	35 degrees continuous
Maximum wading depth	27.6 in. (700 mm) with EAS in Off-Road mode

PAYLOAD & TOWING CAPACITY

Curb weight	5,426 - 5,796 lb. (2461 - 2629 kg)
Gross Vehicle Weight	
Rating (GVWR)	7,121 lb. (3230 kg)
Maximum payload	1,325 - 1,695 lb. (601 - 769 kg)
Maximum roof-rack load	165 lb. (75 kg)
Maximum trailer weights	
Trailers without brakes	1,650 lb. (750 kg)
Trailers with brakes	7,700 lb. (3500 kg)
Maximum tongue weight	550 lb. (250 kg)

SAFETY & SECURITY FEATURES

- Up to eight airbag Supplemental Restraint Systems (SRS).*** Driver and dual-threshold front-passenger airbag SRS, side thorax airbag SRS for front seating positions, and head-protection side-curtain airbag SRS for first- and second-row outboard occupants. Additional third-row side-curtain airbag SRS in vehicles with optional Rear Seat Package. Front-passenger-seat occupant-detection system.
- Side-door impact beams in the front and rear doors.
- LATCH (Lower Anchor and Tether for Children) system for child seat attachment. Child seat tether anchors.
- Front crumple zones. Lower secondary load-path chassis construction.
- Front and rear vehicle recovery points behind access panels in bumpers.
- Collapsible steering column.
- Collision-activated inertia switch (unlocks doors, turns off fuel pump, turns on hazard lights).
- Front and rear one-piece, three-point lap/shoulder safety belts (for all seating positions). Height-adjustable front safety belt anchors.
- Pre-tensioning front safety belts.
- Integral head restraints, front and rear, including rear center seating position (and third-row seats, if fitted).
- Foldable and removable rear loadspace cover with two positions and integrated roller cover. Stores into floor when not in use.
- Vehicle security system with keyless entry. In-vehicle rechargeable transponder key with configurable third button feature (safety lights, panic button, tailgate open, locking options and air suspension).
- Central locking system with "superlocking." Emergency key entry via concealed panel in driver's door.
- Child locks for rear doors and power windows.
- Dual electrically adjustable heated exterior mirrors. Programmable, automatic dipping of passenger-side mirror in Reverse.
- "Twin pocket" quartz halogen headlights on SE. Automatic bi-Xenon headlights, headlight washers and front fog lights standard on HSE, optional on SE.
- Rear fog lights.
- Deep-tinted glass (aft of the B-pillar), including sunroofs.
- Electric rear-window defroster.



COMFORT & CONVENIENCE FEATURES

- Asymmetrical split tailgate for ease of access and loading.
- Dual-zone automatic climate control. Programmed defrost.
- Outside-temperature display.
- 4x4 Information Center. Standard in HSE. Optional with navigation system in SE.
- Leather seating surfaces and Alcantara door panels.
- Electronic cruise control with steering-wheel-mounted controls.
- Leather-wrapped tilt and telescopic steering wheel.
- Reclining, ergonomically designed, eight-way power adjustable driver's and six-way power adjustable front-passenger seat. Dual folding front armrests.
- Memory System for driver's seat and exterior mirrors standard in HSE. N/A in SE.
- Power windows with backlit controls and one-touch "down" feature for driver's window.
- Power tilt-and-slide front sunroof plus fixed Alpine roof over second- and third-row seats with integrated sun blinds.
- "Time out" feature (retained accessory power) for power windows and sunroof.
- Front and rear cupholders. Door-mounted bottle holders in front and rear doors, plus for third row.
- Split 65/35 folding rear seat. Optional 35/30/35 folding rear seat (standard with Rear Seat Package).
- Full instrumentation, including tachometer. Fuel filler-door indicator. Message information center in instrument panel.
- Rear Park Distance Control. Standard in HSE. Optional in SE.
- Toll-ticket holders on windshield (for both driver and front passenger).
- Variable intermittent windshield wipers. New wiper-blade technology. Rear-window washer and wiper. Automatic rear wiper function.

AUDIO SYSTEMS

- 300-watt harman/kardon® AM/FM-stereo audio system with six-disc in-dash CD changer and nine speakers in SE.
- 600-watt harman/kardon® LOGIC7™ digital surround-sound AM/FM-stereo audio system with six-disc in-dash CD changer and 13 speaker-transducers in HSE. (N/A in SE.)
- Second- and third-row personal remote audio outputs. Auxiliary input for MP3 or iPod®.
- Glass-mounted diversity antenna system.
- Steering-wheel-mounted audio controls.

CANADIAN MODELS ONLY

- Daytime running lights and Cold Climate Package are standard on all models.

WARRANTIES & OWNER EXPERIENCE PROGRAMS

- 4-year/50,000-mile (80,000-km) New-Vehicle Limited Warranty.
- Corrosion Perforation Limited Warranty.
- Land Rover 24-hour Roadside Assistance.
- Complimentary Scheduled Maintenance Program.

OPTION PREFERENCES

- Rear Seat Package with forward-facing, flat-folding third-row seats. Individual headrests and three-point safety belts. Includes head-curtain airbag SRS and 35:30:35 split flat-folding second-row seat. Also includes third-row accessory power outlet and map light, rear luggage net and additional front cupholder.
- Rear Climate Control (heating and air conditioning). Includes second-row controls for air conditioning, heating and airflow. Also includes airflow vents at the headliner level, C-pillar and lower level.
- Cold Climate Package. Includes heated front/rear seats with two heating levels, heated front windshield and heated windshield washer jets.



OPTION PREFERENCES (Cont'd.)

- Tow Package with “plug-in” Class III receiver and remote-control rear EAS height adjuster. Concealed power output and receiver sockets. (Wiring harness sold as retailer-installed accessory.)
- Heavy-Duty Package. Includes active electronically controlled locking rear differential, and full-size spare tire and alloy wheel.
- Lighting Package. Includes bi-Xenon headlights, automatic headlights, headlight power washers, front foglights, auto-dimming inside rearview mirror and Homelink®. Standard in HSE. Optional in SE.
- On-Road/Off-Road DVD-based Premium Navigation System. Standard in HSE. Optional in SE.
- Rear Park Distance Control (PDC). Includes footwell and puddle lamps. Standard in HSE. Optional in SE.
- Convenience Package. Includes 35/30/35 split flat-folding second-row seat, luggage net and additional front cupholder. Standard with Rear Seat Package.
- Cooler box (center console).† Capacity to cool eight cans of soda.
- DVD Entertainment System (retailer installed).†
- Adaptive Front-Lighting System with integrated cornering lamps.† Optional in HSE. N/A in SE.
- Java Black Pearl exterior finish.††

COLOR AND TRIM

The color combinations for the LR3 contribute to its sophisticated personality. The following list provides you with the available colors, plus recommended color combinations from the LR3 design team.

EXTERIOR	INTERIOR
Java Black Pearl††	Alpaca Beige Leather (Designer's Choice) Ebony Black Leather
Zambezi Silver Metallic	Alpaca Beige Leather Ebony Black Leather (Designer's Choice)
Chawton White	Alpaca Beige Leather Ebony Black Leather
Adriatic Blue Micatallic	Alpaca Beige Leather Ebony Black Leather
Maya Gold Metallic	Alpaca Beige Leather (Designer's Choice) Ebony Black Leather
Tonga Green Pearl	Alpaca Beige Leather (Designer's Choice) Ebony Black Leather
Alveston Red Micatallic	Alpaca Beige Leather Ebony Black Leather
Bonatti Grey Metallic	Alpaca Beige Leather Ebony Black Leather

* Including roof rails. With EAS in Standard mode.

** Figures represent the range with EAS in Standard mode and in Off-Road mode, except for wading depth, where EAS is in Off-Road mode only. Note: Departure angle is 14.7-17.6 degrees with towbar.

*** Please remember that the safety belts in LR3 constitute the primary protection system for passengers in collisions. Airbag Supplemental Restraint Systems (SRS) are a supplement to the safety belts. Although airbags provide additional protection, airbags alone are not sufficient. Always wear your safety belts. Children younger than 12 years old should always be properly restrained in a back seat, away from airbags. Never place a rear-facing infant seat in the front seat.

† Delayed availability.

†† Java Black Pearl is an extra-cost option.



COMPETITIVE ADVANTAGES

Viewed very broadly, the competitive set for the LR3 consists of both primary and secondary competitors. For purposes of this comparison, we've identified the following:

- Acura MDX
- Cadillac SRX V8
- Lexus GX 470
- Toyota Land Cruiser
- BMW X5 4.4i
- Hummer H2
- Lexus LX 470
- VW Touareg V8
- Cadillac Escalade
- Infiniti QX56
- Mercedes-Benz ML500

Within this rather diverse set, the all-new Land Rover LR3 has many significant competitive advantages.

Power

The Land Rover LR3 V8 has more horsepower than:

- Acura MDX
- Mercedes-Benz ML500
- Lexus GX 470
- Toyota Land Cruiser
- Lexus LX 470

Transmission Technology

The LR3 has a standard six-speed automatic transmission. Most competitors use a four-speed or five-speed automatic transmission:

- Acura MDX (5-spd. A/T)
- Hummer H2 (4-spd. A/T)
- Lexus LX 470 (5-spd. A/T)
- Cadillac Escalade (4-spd. A/T)
- Infiniti QX56 (5-spd. A/T)
- Mercedes ML500 (5-spd. A/T)
- Cadillac SRX (5-spd. A/T)
- Lexus GX 470 (5-spd. A/T)
- Toyota Land Cruiser (5-spd. A/T)

Wheelbase

LR3 has a longer wheelbase than:

- Acura MDX
- Lexus LX 470
- VW Touareg
- BMW X5
- Mercedes ML500
- Lexus GX 470
- Toyota Land Cruiser

Turning Circle

LR3 has a tighter turning circle than all of the competitors in this group except the Lexus GX 470.

Ground Clearance

With its standard EAS in Off-Road mode, the LR3 has higher ground clearance than:

- Acura MDX
- Lexus GX 470
- BMW X5
- Mercedes ML500
- Cadillac SRX

Towing Capacity

LR3 has a higher standard maximum towing capability than:

- Acura MDX
- Hummer H2
- Mercedes ML500
- BMW X5
- Lexus GX 470
- Toyota Land Cruiser
- Cadillac SRX
- Lexus LX 470



COMPETITIVE ADVANTAGES (Cont'd.)

Headroom

LR3 has more front-seat headroom than:

- Acura MDX
- Lexus GX 470
- Toyota Land Cruiser
- BMW X5
- Lexus LX 470
- VW Touareg
- Cadillac SRX
- Mercedes ML500

LR3 has more 2nd-row headroom than all of the competitors in this group!

LR3 has more 3rd-row headroom than:

- Acura MDX
- Hummer H2
- Lexus LX 470
- Cadillac Escalade
- Infiniti QX56
- Toyota Land Cruiser
- Cadillac SRX
- Lexus GX 470

Note: Data on Mercedes was not available. X5 and Touareg do not offer third-row seating.

Leg Room

LR3 has more front-seat leg room than all of the competitors in this group!

LR3 has more 2nd-row leg room than:

- BMW X5
- Toyota Land Cruiser
- Lexus GX 470
- VW Touareg
- Lexus LX 470

LR3 has more 3rd-row leg room than:

- Acura MDX
- Hummer H2
- Lexus LX 470
- Cadillac Escalade
- Infiniti QX56
- Toyota Land Cruiser
- Cadillac SRX
- Lexus GX 470

Note: Data on Mercedes was not available. X5 and Touareg do not offer third-row seating.

Cargo Room

LR3 has more maximum cargo capacity than:

- Acura MDX
- Hummer H2
- VW Touareg
- BMW X5
- Lexus GX 470
- Cadillac SRX
- Mercedes ML500

THE LR3 COMPETITIVE ADVANTAGE – In summary, the all-new LR3 has substantial product advantages over its key competitors as listed in the table shown on the following page (indicated by the **◆**).



	Acura MDX	BMW X5 4.4i	Cadillac Escalade	Cadillac SRX V8	Hummer H2	Infiniti QX56	Lexus GX 470	Lexus LX 470	Mercedes ML500	Toyota Land Cruiser	VW Touareg V8
Power	◆	-	-	-	-	-	◆	◆	◆	◆	-
Transmission Technology	◆	-	◆	◆	◆	◆	◆	◆	◆	◆	-
Wheelbase	◆	◆	-	-	-	-	◆	◆	◆	◆	◆
Turning Circle	◆	◆	◆	◆	◆	◆	-	◆	◆	◆	◆
Ground Clearance	◆	◆	-	◆	-	-	◆	-	◆	-	-
Towing Capacity	◆	◆	-	◆	◆	-	◆	◆	◆	◆	-
Front Headroom	◆	◆	-	◆	-	-	◆	◆	◆	◆	◆
2nd-Row Headroom	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
3rd-Row Headroom	◆	N/A	◆	◆	◆	◆	◆	◆	ND	◆	N/A
Front Leg Room	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
2nd-Row Leg Room	-	◆	-	-	-	-	◆	◆	-	◆	◆
3rd-Row Leg Room	◆	N/A	◆	◆	◆	◆	◆	◆	ND	◆	N/A
Cargo Room	◆	◆	-	◆	◆	-	◆	-	◆	-	◆

Memo: Base MSRPs, includes destination & delivery charges

Acura MDX \$36,945

BMW X5 4.4i \$52,795

Cadillac Escalade (4WD) \$56,385

Cadillac SRX V8 \$47,290

Hummer H2 \$51,800

Infiniti QX56 (4WD) \$51,080

Lexus GX470 \$46,000

Lexus LX470 \$65,100

Mercedes ML500 \$47,120

Toyota Land Cruiser \$55,265

VW Touareg V8 \$43,255

HIGH VALUE – Competitive prices are shown in the table above and as you can see, launch pricing for the all-new LR3 is highly competitive. The SE and HSE trim levels, both of which include the same 300-horsepower, six-speed automatic drivetrain, offer tremendous value within their segments with an MSRP of \$44,995 and \$49,995, respectively. The following page provides detailed price information.

2005 Model Year Pricing	Retailer Invoice*	MSRP*
LR3 SE	\$ 41,005	\$ 44,995
LR3 HSE	\$ 45,555	\$ 49,995

* This pricing includes \$665 destination and delivery charge.

OPTION	Retailer Invoice	MSRP	Availability
Cold Climate Package CCP Includes heated front windshield, heated front- and second-row seats (two heating levels) and heated windshield washer jets.	\$ 956	\$ 1,050	SE/HSE
Rear Seat Package RSP Includes second-row fold-flat seating (35/30/35), third-row fold-flat seating, third-row side-curtain airbag SRS, third-row map lights and accessory power outlet, rear luggage net and additional front cupholder.	\$ 1,138	\$ 1,250	SE/HSE N/A with CVP
Rear Climate Control RCC Includes second-row A/C and heating controls regulating airflow to the second- and third-row seats, two vents at second-row headliner, two vents at third-row C-pillar and one outlet at third-row lower level.	\$ 865	\$ 950	SE/HSE
Heavy-Duty Package HD Includes active locking rear differential and full-size spare tire and alloy wheel.	\$ 569	\$ 625	SE/HSE
Tow Package TOW Includes Class III receiver and remote-control rear height adjuster (with key fob).	\$ 455	\$ 500	SE/HSE
Convenience Package CVP Includes second-row fold-flat seating (35/30/35), rear luggage net and additional front cupholder.	\$ 159	\$ 175	SE/HSE N/A with RSP
On/Off-Road Navigation NAV Includes seven-inch color-screen, DVD-based on-road navigation, off-road navigation, 4x4 Driver Information Center, voice-activated operation.	\$ 2,412	\$ 2,650	SE Std. in HSE
Lighting Package APP Includes bi-Xenon headlights, automatic headlights, auto-dimming inside rearview mirror, rain-sensing wipers, front foglights, headlight power washers and Homelink®.	\$ 956	\$ 1,050	SE Std. in HSE
Rear Park Distance Control DIP Includes footwell and puddle lamps.	\$ 319	\$ 350	SE Std. in HSE
Java Black Pearl Exterior BLK	\$ 364	\$ 400	SE/HSE

ADDITIONAL INFORMATION

For further launch information, please contact your Market Manager or Retail Operations Associate.