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COVER PHOTO

The new "One Ten" Land Rover in its "County" Station Wagon guise. Seen here at the Eastnor filming day. Photo Philip Whitaker.



From left to right your editorial team, Mike Hallett, Brian Hartley and David Bowyer, posed by somebody else's rather special SWB.



THE MAGAZINE FOR ALL FOUR WHEEL DRIVE OWNERS AND ENTHUSIASTS

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Dear Readers,

Land Rover's latest and, without doubt, best effort yet is amongst us. Announced on March 8th at the Geneva Motor Show, the "One Ten" as it is to be known, has been a long time coming. Hopefully it is the first real sign of renewed vigour from Land Rover Ltd who until recently have been kept on a tight financial rein.

How good is the "One Ten"? Turn to the centre pages for Brian Hartley's thoughts on the matter.

There is no question that the Off Road 4x4 fraternity consists of a very special kind of people. Ordinary citizens tend to view us as amiable eccentrics with our funny vehicles. Eccentrics we may be, but what an enthusiastic eccentricity! Central Television tasked us with producing a gathering of Land Rovers for a documentary. We guesstimated two to three hundred machines would turn up. Central were sceptical. In the event over seven hundred and fifty vehicles descended on Eastnor for the day's filming. To all those who turned up, thank you. In particular to the All Wheel Drive Club and member clubs of the Association of Rover Clubs who gave us so much assistance on that memorable day.

Subscription renewal time draws near and a number of you have written or 'phoned in to enquire when they are due. It's gratifying to know that readers are already ensuring that they don't miss an issue.

Don't worry, with the next copy we will commence sending out renewal cards to those of you who have been with us since No. 1. Thereafter we will send out cards to individuals as and when appropriate.

David Bowyer

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