

DEFENDER JANUARY 2010 REALIGNMENT

UK Product Brief

1 Background

Following a detailed review of the Defender vehicle line-up, its various customer groups and the features and options, the Defender range is to be realigned from January 2010 production.

Full details of the range changes, specification changes and the pricing can be found within this product brief and the accompanying updated Defender 10MY UK Pricing and Order Guide Issue 3.

2 Customer Focused Realignment

In order to apply greater customer focus the Defender realignment targets two broad customer groups, specifically:

- Professional buyers including corporate and utilities. Focus on functionality and lower price utilising option packs to build up specifications as the customer requires.
- Leisure buyers. Focus on higher levels of standard equipment.

While there is no precise distinction between the two customer groups and the derivatives they tend to buy, a clear line was drawn for the purpose of the realignment:

- Leisure "Adventurer" derivatives : 90 Station Wagon, 110 Station Wagon, 110 Double Cab Pick Up
- Professional derivatives : 90 Hard Top, 90 Pick Up, 110 Hard Top, 110 Pick Up, 110 High Cap, 110 Chassis Cab, 130 Double Cab Pick Ups, 130 Chassis Cabs

By simplifying the offering and moving to an option pack basis for the professional customers, the number of derivatives has been significantly reduced.

As the chart on the next page shows, the County specifications have been deleted for all of the Professional derivatives. They have been replaced with a variety of different option packs (availability dependent on model) which offer customers both greater flexibility and value.

	90			110				130				
	SW	HT	PU	SW	DCPU	HT	PU	HCPU	CC	DCPU	SCCC	DCCC
Base	P	P	P	P	P	P	P	P	P	P	P	P
County	L	D	D	L	L	D	D	D	D	D	D	D
XS	L			L	L							

P = Professional derivative

L = Leisure derivative

D = Deleted

3 Standard Specification Changes to Professional Derivatives

All professional derivatives will now feature 076BY perimetric and volumetric sensing alarm as standard.

After feedback relating to 90 Pick Ups, 110 Pick Ups and 110 High Capacity Pick Ups, the 041AA cargo cover will no longer be supplied as standard but as a no cost option. This is to reduce the amount of covers wasted in instances where customers prefer to use an alternative cover.



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Please note: all the prices shown in this brief are at **15% VAT**. The latest assumption is that VAT will return to 17.5% on 1 January 2010 – this will be confirmed in the Pre-budget Report which should be issued by November. If the VAT rate does return to 17.5%, the Defender 10MY UK Pricing and Order Guide will be reissued.

4 Option Packs for Professional Derivatives

Comfort Pack £645

Electric windows
Central locking
Radio CD

Exterior Pack £445

Body coloured roof and wheel arches
Roof appointment pack
Rear ¼ windows
Tinted glass
Front mud flaps
Side steps and rear folding step

Style Pack £1,500 (90)

£1,350 (110)
Metallic Paint
Alloy Wheels
Tow Pack

Protection Pack £975 (90) £795 (110)

Front mud flaps
Under ride protection bar
Alloy wheels with locking wheel nuts

Prices shown at 15% VAT

5 Standard Specification Changes to Leisure Derivatives

The lifestyle / leisure derivatives continue to be offered as both County and XS derivatives with enhancements made to both:

County Specifications – now include Boost alloy wheels and Brunel finish front grille and headlamp surround as standard

XS Specifications – now include metallic paint as standard. The 110 XS Station Wagon now features 7 seats as standard.

6 Price and Specification Changes by Derivative

90	£ Current	£ Realigned	Comments
Hard Top	£19,865	£20,125	Gains alarm
County Hard Top	£21,305		Deleted
Pick Up	£19,055	£19,325	Gains alarm, cargo cover becomes NCO (previously standard)
County Pick Up	£20,065		Deleted
Station Wagon	£21,875	£22,150	Gains alarm
County Station Wagon	£23,185	£24,100	Gains Brunel front grille and headlamp surround and alloy wheels
XS Station Wagon	£26,815	£27,030	Gains metallic paint

Prices shown at 15% VAT



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110	£ Current	£ Realigned	Comments
Chassis Cab	£19,965	£20,225	Gains alarm
County Chassis Cab	£21,075		Deleted
Hard Top	£21,475	£21,725	Gains alarm
County Hard Top	£22,835		Deleted
Pick Up	£20,660	£20,925	Gains alarm, cargo cover becomes NCO (previously standard)
County Pick Up	£21,675		Deleted
High Capacity Pick Up	£21,375	£21,625	Gains alarm, cargo cover becomes NCO (previously standard)
County High Capacity Pick Up	£22,475		Deleted
Station Wagon	£24,190	£24,450	Gains alarm
County Station Wagon	£25,450	£26,175	Gains Brunel front grille and headlamp surround and alloy wheels
XS Station Wagon	£29,130	£29,550	Gains metallic paint and 3rd row seats
Utility Wagon*	£23,970	£24,230	Gains alarm
County Utility Wagon*	£25,230	£25,955	Gains Brunel front grille and headlamp surround and alloy wheels
XS Utility Wagon*	£28,910	£29,130	Gains metallic paint
Double Cab	£21,980	£22,250	Gains alarm
County Double Cab	£23,495	£24,200	Gains Brunel front grille and headlamp surround and alloy wheels
XS Double Cab	£27,120	£27,330	Gains metallic paint

Prices shown at 15% VAT

130	£ Current	£ Realigned	Comments
Chassis Cab	£23,090	£23,350	Gains alarm
County Chassis Cab	£24,400		Deleted
Double Cab Chassis Cab	£25,105	£25,350	Gains alarm
County Double Cab Chassis Cab	£26,615		Deleted
Double Cab	£26,820	£27,075	Gains alarm
County Double Cab	£28,330		Deleted

Prices shown at 15% VAT

[Click here](#) to go to the Defender pricing page – SSL VPN users [click here](#)

7 Changes to Wheel and Tyre Supply

Coincident with the realignment are changes to wheel and tyre supply as follows:

Dual Finish Alloy Wheel – a further alloy wheel option is now available. The Dual finish alloy wheel featured on Defender SVX and is to be made optional across the Defender range. Like the Boost alloy wheel, the Dual Finish alloy wheel is not available with 3,500kg heavy duty suspension and comes with anti-roll bars and locking wheel nuts for 90 derivatives and just locking wheel nuts for 110 derivatives.



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The Dual Finish alloy wheel is supplied with General Grabber tyres as standard and is also available with the optional Goodyear Wrangler MT/R off road tyre as used by the G4 event vehicles (see below).



Goodyear Wrangler MT/R Tyre - The Goodyear Wrangler MT/R tyre is introduced as an optional tyre upgrade for those requiring the best tyre performance for extreme off-road conditions. As described by Goodyear:

"An extreme off-road tyre designed to go anywhere and meet any obstacle. With special block design for additional traction and grip, as well as patented Goodyear technology for sidewall penetration protection, the MT/R is ideal for extreme off-road driving."

The Goodyear Wrangler MT/R tyre is available for the heavy duty steel wheel which features as standard with 3,500kg heavy duty suspension which includes all 130 derivatives. It is also available for both the Boost and the Dual Finish alloy wheels.



8 Defender Realignment Timings

Order Call Opens	Week commencing 23 November 2009
Production	Production week commencing 4 January 2010

If you have any questions please contact Colin Wells at product2@landrover.com.