



1953 Land Rover Series I

The first Land Rover. An idea conceived on the beach turned into a reality. A farmer who wanted a vehicle that would go Above & Beyond. The vision became a reality and the automobile industry changed. The Series I was an instant hit, and was purchased by farmers, the military, the royal family, and everyone else in between.

The Land Rover immediately differentiated itself from all other vehicles. It became the first production 4x4 with doors on it, and an available hard roof. It also used a sturdier fully box-welded frame, in comparison to the austere car and truck chassis that were common at the time. Due to a steel shortage & an aluminum surplus following World War II, Land Rover's received an aluminum body, which played a big role in solidifying Land Rover's reputation for longevity, as aluminum does not rust away as steel does. This production decision is steel being implemented today and all land rovers use a majority aluminum construction.

The Land Rover Series I is a true icon and cemented itself and the Land Rover brand in the pages of history. The role it played on an international level is the reason why we have become a household name.



Series I Technical specification*

	Series I
Engine	2.0-litre i-4 petrol
Capacity (cc)	1997
Peak Power (bhp)	52
Peak Torque (lb./ft)	101
Peak Torque (Nm)	137
Transmission	4-speed Manual
Length (mm/inch)	3353/132
Width (mm/inch)	1549/61
Height (mm/inch)	1867/73.5
Wheelbase (mm/inch)	2032/80