



Range Rover Classic

Search this site

[Range Rover 1970's](#)

[Range Rover 1980's](#)

[Range Rover 1990's](#)

[Range Rover Conversions](#)

[Range Rover US & Americas](#)

[Range Rover Australia](#)

[Range Rover Darien Gap](#)

Range Rover Classic

[Land-Rover Range Rover Classic](#)

[Latest updates](#)

Range Rover Classic Theme

[Range Rover 1970's](#)

[Range Rover 1980's](#)

[Range Rover 1990's](#)

[Range Rover Conversions](#)

[Range Rover US & Americas](#)

[Range Rover Australia](#)

[Range Rover Africa](#)

[Range Rover Belgium](#)

[Range Rover Denmark](#)

[Range Rover France](#)

[Range Rover Germany](#)

[Range Rover Italy](#)

Range Rover Japan

[Range Rover Netherlands](#)

[Range Rover Norway](#)

[Range Rover Sweden](#)

[Range Rover Switzerland](#)

Range Rover Classic - Conversions

[A. E. Smith & Son Ltd - UK](#)

[Auto Kugel GmbH - GE](#)

[Automagination - Australia](#)

[Brinck GmbH - GE](#)

[Car + Driver GmbH - GE](#)

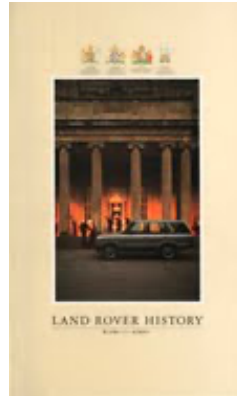
[Carawaon Ltd - UK](#)

[Land-Rover Range Rover Classic](#) > [Range Rover Classic Brochures](#) >

Range Rover Japan

Range Rover Classic in Japan

1990 Land Rover History



Link to brochure:

[1990 Japan L-R RR History](#)



Range Rover Vanden Plas from 1993 with V8 badges on front wings

Land Rover Ltd and Rover Ltd started regular eksport of Range Rover Classic to Japan from

Carbodies Ltd - UK
Carmichael Ltd - UK
Chameleon Ltd - UK
Chris Humberstone - UK
Con-Moda GmbH - GE
Duncan Hamilton Ltd - UK
Elektiar Ltd - UK
Emil Frey - CF
FLM Panelcraft Ltd - UK
Garage Boursault - FR
Glenfrome Ltd - UK
Gloster Saro Ltd - UK
Grand Prix Metalcraft Ltd - UK
Heinel Specialbilar AB - SW
Herbert Lomas Ltd - UK
Janspeed Ltd - UK
J E Motors Ltd - UK
JNR Motors Group Ltd - UK
Lahav Inc - US
Lichfield TVR Ltd - UK
MacNeillie - Armoured
Merlin Automotive Ltd - UK
Monteverdi - CF
Nova Swiss Turbo - CH
Overfinch Ltd - UK
Panther Westwinds Ltd - UK
PAO Allard Turbo - UK
Penman Hotspur Ltd - UK
Pilcher-Greene Ltd - UK
Pullman Ltd - UK
Range Rover - Police
Rapport Ltd - UK
Schuler Presses Ltd - UK
Scottorn Trailers Ltd - UK
S.M.C. Engineering Ltd - UK
Spencer Abbott & Co - UK
SVC Ltd - UK

Symbol Ltd - UK
Townley Ltd - UK

April 1990. Before 1990 independent companies imported the Range Rover to Japan in very small quantities. No companies imported the Range Rover for many years before they gave up.

After the very successful launch of Range Rover in North America from 1987, Land Rover started to develop a strategy for the Japanese market. The Japanese manufacturers had by the end of the 80's very well developed SUV that competed against Defender, Discovery and also being a threat to take marketshares from the top premium Range Rover. So the task was huge.

Land Rover decided to launch their most exclusive version; Range Rover SE to the Japanese customers in the top luxury market segment. The model lauched in Japan; the Range Rover V8 was a fully equipped Range Rover SE with automatic transmission, chrome bumpers as in US and Land Rover utilized their V8 exclusivity with chrome 'V8'-badges on the front wings and at the rear lower tailgate.

In 1990 the Range Rover was available in Ardennes Green micatallic or Aspen Silver metallic colour. Connolly leather upholstery in Winchester Grey with walnut wooden inserts in dash and door cards.
1991 Range Rover with chrome bumpers and V8 badges for Japan
Automatic transmission as standard.

Japan dealer price 1990/91 for Range Rover was Yen 8,250,000

The 'Vanden Plas' badge is placed on the rear tailgate

In 1991 the Discovery was introduced at the Japanese market in top premium versions, all with

automatic transmission as standard.



[Townley Ltd - UK](#)
[TWR Special Vehicles - UK](#)
[Vantagefield of London - UK](#)
[Wadham Stringer Ltd - UK](#)
[Wood & Pickett Ltd - UK](#)

Range Rover Classic Special Theme

[Don Safety Trophy - 1971](#)
[Range Rover Conversions](#)
[Range Rover Advertisement](#)
[Range Rover Camel Trophy](#)
[Range Rover CKD Assembly](#)
[Range Rover Darien Gap](#)
[Darien Breakthrough](#)
[Land-Rover Series S1 S2 S3](#)
[Land Rover Defender](#)

Range Rover Classic by Year

[Range Rover 1970](#)
[Range Rover 1971](#)
[Range Rover 1972](#)
[Range Rover 1973](#)
[Range Rover 1974](#)
[Range Rover 1975](#)
[Range Rover 1976](#)
[Range Rover 1977](#)
[Range Rover 1978](#)
[Range Rover 1979](#)
[Range Rover 1980](#)
[Range Rover 1981](#)
[Range Rover 1982](#)
[Range Rover 1983](#)
[Range Rover 1984](#)
[Range Rover 1985](#)
[Range Rover 1986](#)
[Range Rover 1987](#)

[Range Rover 1988](#)
[Range Rover 1989](#)
[Range Rover 1990](#)

In 1993 was the 108" wheelbase Range Rover LSE introduced as Range Rover Vanden Plas. The reason for selecting the name Vanden Plas instead of LSE, was that in Japan Vanden Plas 1100 and 1300 (Austin/Morris 1100/1300) had been imported over years and had been like a cult. Much more known in Japan was the Vanden Plas than the more US-phrase like LSE. Range Rover Vanden Plas proved the exclusivity that the former coachbuilder had in earlier years.

The Range Rover Vanden Plas had 'Vanden Plas'-badge on the rear lower tailgate and V8-badges on the front wings.

The Range Rover V8 in 100" wheelbase had 'V8'-badges on the front wings and the rear tailgate.

The Range Rover V8 had a price of Yen 5,950,000 in 1994 and the Range Rover Vanden Plas; Yen 6,950,000 in 1994

Range Rover V8 and Vanden Plas with optional Brooklands kit

1994



The Range Rover Vanden Plas is Range Rover LSE sold in Japan. 'V8' badges on front wings and 'Vanden Plas' badge at rear tailgate



[Range Rover 1990](#)
[Range Rover 1991](#)
[Range Rover 1992](#)
[Range Rover 1993](#)
[Range Rover 1994](#)
[Range Rover 1995](#)
[Range Rover 1996](#)

Range Rover Classic US by Year

[Range Rover US 1987](#)
[Range Rover US 1988](#)
[Range Rover US 1989](#)
[Range Rover US 1990](#)
[Range Rover US 1994](#)

Land Rover - Special

[Land Rover-Leyland Group](#)
[Range Rover 1985 Salesman](#)



Range Rover in 100" wheelbase was named 'Range Rover V8' when sold in Japan. 'V8' badges on front wings and rear tailgate

Honda sold Land Rover Discovery as Honda Crossroad in Japan from 1993 until 1996.

The Honda Crossroad had 'Honda' badges in front grille and at the rear door. The 'Crossroad' decals was mounted on front wings and at the sparewheel cover. Also the steeringwheel had the Honda logo embossed in the centre.

Yearly sales were estimated to be 1.200 vehicles, but only 300 to 500 was sold each year.

3 door and 5 door Honda Crossroad versions were sold in Japan and the customers could only order 3.9 litres EFI V8 versions.

Rover Japan sold their Land Rover Discovery in Japan during the periode from 1993 to 1998 when the Honda Crossroad version were sold through Honda dealers in Japan. The Land Rover Discovery were sold in both 3 and 5 door versions and could be ordered with either petrol or diesel engine. Land Rover sold 3.000 to 4.000 Discoverys each year in Japan, nearly 10 times more than Honda.
Honda Crossroad was a re-badged version of Land Rover Discovery





Honda Crossroad was sold in 3 door and 5 door in Japan with their own 'Crossroad' badging through Honda's dealer network from 1993



In Japan Vanden Plas was popular as this 1992 Lotus Princess show



Rover Japan sold Land Rover Discovery and Range Rover