



Range Rover Classic

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Range Rover Sweden

Range Rover - 'A Land-Rover in Tuxedo' - early Swedish report from July 23rd 1970

'A luxury cross country vehicle, can something like that have a future?'

British Leyland believe so, as they in these days launch a 'Land-Rover in Tuxedo', which means in addition to the regular Land-Rover chassis, the vehicle have a new kind of vehicle body design with soft lines and much more comfort than the box-shaped original. If that is not enough; the Buick-V8 engine have been installed as the source of power. The equal V8 as used in Rover 3,5 and was taken over from GM for a few years ago.

From Land-Rover the new model that have been named; Range Rover, inherited the four-wheel drive, but unlike the Land-Rover the Range Rover has 'fulltime four-wheel drive'. On Land-Rover the driver can

select either rear wheel drive or drive on all four.

With Range Rover the most important goal with constant four-wheel drive is not the improved road-holding, but the ability to come up also off the beaten path. The producer tells that the Range Rover can be driven at speeds up to 80 km/h in the terrain. We can only think of what the passengers mean of such rampage, even though a lot of work have been put in development of the comfortable suspension. In this context it may be mentioned that the car has an automatic 'level control' which

'70 ensures a constant ground clearance regardless of load, and also manage the extra weight such as

a caravan towball weight.



The new Range Rover was presented to Swedish readers in July

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

The Range Rover is seated for 5 persons and have an additional carrying capacity of 340 kg. With 2 adults the capacity increases to 550 kg. The producer allows a towing capacity of 1.800 kg.

The vehicle is with a length of 447 cm and 178 cm width. The ground clearance under bellhousing is 19 cm. Standard is radial tyres. Front seats and rear bench are mounted on a steel frame which in turn is mounted to the body. From the beginning the Range Rover will be equipped with safety belts for all passengers.

The vehicle is with two circuit brake system and servo assisted disc on all four wheels. The 4-speed gearbox is combined with a reduction transfer case that increase the total gears to eight.

In the beginning the Range Rover will only be sold on the home market in UK, but as the production capacity increases through out next year the Range Rover will be exported. The price here in Sweden is not clear, but a petrol driven Land-Rover today have a price of approximately 23.000,- SEK.

The Range Rover is likely to be higher priced.

large luggage capacity, especially with the rear seats folded

Source: Motor 23 July 1970



A

Range Rover - Officially launched in Sweden in March 1972

British Leyland Sweden and British Leyland Norway were in the early 1970's driven as 'sister-companies' with Joint Managing Director; Mr. Gunnar Eik responsible for both companies. Range Rover was launched in Norway in October 1971 and in Sweden the Range Rover was launched in March/April 1972.

From BMIHT Archive:

"The build records show the first Range Rover exported to Norway was chassis number 35800019A. This vehicle was a Lincoln Green Range Rover built on the 19 May 1971 and despatched to British Leyland Norway on the 20 May 1971."

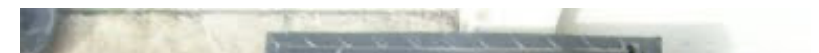
The Range Rover 35800019A was imported to Norway as a demonstration vehicle for British Leyland Norge A/S. This vehicle stayed in Norway through the rest of 1971 and then it was exported to Sweden. British Leyland Sweden AB imported the 35800019A and registered it 19th Jan 1972 and used the vehicle for demonstrations until it was sold in July 1972 to a private customer. Range Rover were officially introduced in Sweden in the second half of 1972, one year after the launch in Norway.

Today the Range Rover 35800019A still exist in good condition in Sweden, well kept by its second owner after British Leyland Sweden AB. This Range Rover with the chassis number 35800019A, is

with the greatest probability the first registered in Sweden, too.



'Motor' tested the Swedish version of Range Rover in Oct. 1972



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

Range Rover Classic Special Theme

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[Range Rover CKD Assembly](#)
[Range Rover Darien Gap](#)
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[Land-Rover Series S1 S2 S3](#)
[Land Rover Defender](#)

Range Rover Classic by Year

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The Swedish version of Range Rover was from 1972 delivered with the following as standard;

- Head restraints
- Palomino PVC seats
- Clock
- 3-point static safety belts, front and rear
- Heated rearscreen, but no rearscreen wash/wipe system
- Door mounted rearview mirrors
- Mud flaps front and rear
- Standard ratio coil springs
- Manual steering
- Sealed beam head lamps

Option:

- Capstan winch could be ordered

Price on Range Rover when launched in Sweden incl. VAT; 43.000,- SEK (September 1972)

Fairey capstan winch could be ordered, driven by the engine



Range Rover Ambulance - Heinel - Swedish built from 1973

British Leyland Sweden AB and ambulance coach builder Heinel's Verkstads AB in Malmö, Sweden cooperated during autumn in 1972 to develop an ambulance suited for use under Nordic conditions with often long distances, remote areas to rescue and have the best possible features to operate under the most difficult weather conditions during the Nordic winters.

The solution was a very clever 36" (100 cm) extension of the frame to get a 136" wheelbase vehicle. The result was an ambulance with extra-ordinary superb driveability due to the long wheelbase and the low weight balance. The Range Rover Heinel ambulance got addition of 2 extra rear doors, which actually was original front doors, raised roof in fiberglass, one-piece top-hinged rear door, different options of interior to suit customers purpose of ambulance transportation needs. Comfortable Recaro front seats was installed for best possible work condition for the drivers.

In the winter 1972/1973 British Leyland Sweden sent a Range Rover Heinel ambulance to Land Rover at Solihull in UK, for evaluation and approval.

In February 1973, Rover - Specialist Car Division at BLMC issued a certificate that approved the Range Rover Heinel ambulance. BLMC also issued 2 official press photo's telling that the ambulance was approved.

British Leyland Sweden marketed and sold the Heinel ambulance to customers in Sweden and Norway. Some few ambulances were also sold to other countries. Total produced number is not possible to get, but 35-40 Heinel ambulances looks to be the most correct number.



Range Rover Heinel ambulance with 100 cm extra wheelbase



Rover
Specialist Car Division

BRITISH LEYLAND UK LIMITED

Meteor Works, Lode Lane, Solihull Warwickshire B92 9NW
Telephone 021-743 4242 Telex 328641 Cables Rover

British Leyland Sweden AB
Gamla Tullvaragen 15 B

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Land Rover - Special

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

The Heinel ambulance became popular in the northern parts of Norway and Sweden and was a common sight under rescue conditions during the 70's and beginning of 80's. After retirement from duty these ambulances have been popular among Range Rover Classic enthusiasts and some are now restored and well kept.

More details of the; [Range Rover Heinel ambulance](#)



Pack
402 70 Goteborg 8
SWEDEN

23 Feb 1973

RANGE ROVER SWEDISH AMBULANCE

Further to my telex indicating general approval of the Swedish Ambulance on Range Rover, we now enclose a certificate covering the use of Range Rover components on this vehicle and the gross and axle weights.

Copy of the approval letter issued from Rover in February 1973

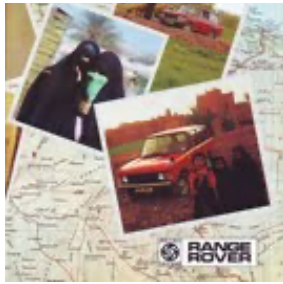
Range Rover Heinel ambulance a very clever conversion with focus on 'comfort' for both the one on the stretcher and the personnel

Range Rover - Swedish versions in the mid-70's

1973 Range Rover Africa

1978 Leyland Sweden





Link to Swedish brochure:
[1973 34129](#)



Link to brochure:
[1978 Leyland Sweden](#)

Range Rover were popular in Sweden in the 70's and due to reduced import taxation and emission control exclusion for truck registered vehicles, many Range Rover's from 1973-on sold in Sweden were sold as a truck and looked exactly like the one seen at right, which is from the 1977 British Leyland Sweden brochure:

Light truck specifications for Sweden:

- Registered for 5 persons in total, as a normal passenger car
- Moveable partition wall between passenger and cargo area, locally installed
- Headlamp wash/wipe system, fitted at production in Solihull
- Door mounted mirrors (similar in Norway and Australia)
- Head restraints, standard
- 1 interior courtesy lamp (normally Suffix E had 2 lamps) due to truck registration
- Heavy Duty coil springs - 1-1.5 inch higher ride than standard springs
- Altered total weight 2480kg (normally 2550kg) to be under emission control limit

Available colours in Sweden in the 70's:

- Bahama Gold
- Lincoln
- Green
- Masai Red
- Tuscan Blue

Prices on new Range Rover in Sweden from 1972 - 1982:

1972: 43.000,- SEK, incl VAT as Passenger car

1973: 44.500,- SEK, incl VAT as Passenger car

1973: 40.950,- SEK, incl VAT as Light truck

1973: 34.550,- SEK, excl VAT as Light truck (price to companies)



Swedish light truck registered Range Rover 1978 with lower tax and no emission control



1974: 46.080,- SEK, incl VAT as Passenger car
1974: 44.950,- SEK, incl VAT as Light truck
1974: 37.900,- SEK, excl VAT as Light truck (price to companies)

1975: 60.100,- SEK, incl VAT as Passenger car
1975: 53.700,- SEK, incl VAT as Light truck
1975: 45.645,- SEK, excl VAT as Light truck (price to companies)

1976: 58.000,- SEK, incl VAT as Light truck
1976: 49.100,- SEK, excl VAT as Light truck (price to companies)
- In 1976 Range Rover was not available as Passenger car

1977: 67.500,- SEK, incl VAT as Light truck
1977: 57.200,- SEK, excl VAT as Light truck (price to companies)
- In 1977 Range Rover was not available as Passenger car

1978: 74.900,- SEK, incl VAT as Passenger car
- From 1978 Range Rover was not longer possible to import and register as Light truck

Factory installed headlamp wash/wipe system only for Sweden

1982: 180.000,- SEK, incl VAT as Passenger car (Oct.1982) Very limited sale

From 'Alla bilar 1978':

Range Rover is the premium class vehicle that became too popular in Sweden. When the tax authorities discovered that a very high amount of customers bought the Range Rover in Sweden without import taxation as light truck in 1973 to 1977, they ruled the alarm and changed the weight limits so Range Rover had to be taxed when imported. In 1978 Range Rover became much more expensive in Sweden and had then a price level of SEK 74.900,-.

Author comment:

This gives the answer of the fairly high amount of used Range Rover's available in Sweden even today of vehicles from 1972 and 1977/78.



1986 RR Advertisement
"The Classic Truck"





Link to advertisement:

[1986 RR Advertisement](#)

Between 1978 to 1984 the Range Rover had no official import-company that marketed and sold the vehicles on the Swedish market mainly because the then actual general agent company did not prioritized the Range Rover and the total gross weight of the Range Rover in that periode was under 3.000 kg, the 'magic' limit of GVW weight for buying companies to be able to withdraw the expences of VAT. Range Rover was occasionally imported by private persons or by individual firms in fairly low yearly amount.

In 1985 Harry Karlsson Bil AB in Gothenborg became the new general agent on the Swedish market and re-introduced the Range Rover. The Range Rover had a lifted GVW weight of 3.010 kg and became then above the limit and a whole new market occured as company customers could register the Range Rover as Light Truck and withdraw the VAT.

Range Rover 4 door, automatic, Vogue, in Sweden: Unladen: 2.206 kg, Gross weight: 3.010 kg
Range Rover 4 door, automatic, Vogue, in UK: Unladen: 1.836 kg, Gross weight: 2.510 kg

Most obviously the Range Rover's in Sweden had extra weight bars installed to increase the unladen vehicle weight. Then by higher unladen weight and by installation of heavy duty springs the total allowed gross could then be raised with 500 kg to 3.010 kg in Sweden, compared with GVW of 2.510 kg elsewhere.

Price Range Rover 2 door, incl. VAT: 158.650,- SEK (May 1985)
Price Range Rover 2 door, excl. VAT: 127.500,- SEK (May 1985) Price to companies
Price Range Rover 4 door Vogue, incl. VAT: 183.340,- SEK (May 1985)
Price Range Rover 4 door Vogue, excl. VAT: 148.500,- SEK (May 1985) Price to companies



Sources:

- Motor Nr 29/30 - 23.7.1970
- Teknikens Värld Nr 3 - 2.2.1972
- Teknikens Värld Nr 14 - 5.7. 1972
- Motor Nr 22 - 26 okt 1972
- Vi bilägare Nr 7 - 1.4.1973
- Teknikens Värld Nr 22 - 22.10.1975
- Motor Nr 24 - 18.11.1976
- Teknikens Värld Nr 19 - 14.9.1977
- Automobil Nr 9 - Oktober 1982

- 4 Wheel Drive Nr 1 - 1985
- 4 Wheel Drive Nr 4 - 1985
- Teknikens Värld Nr 11 - 15.5.1985
- 4 Wheel Drive Nr 1 - 1986
- 4 Wheel Drive Nr 2 - 1986
- 4 Wheel Drive Nr 4 - 1 1986
- Teknikens Värld Nr 24 - 8.11.1990

- If you have additional information of Range Rover Classic to build this site better, please send me a mail to: vidaer@gmail.com