



Range Rover Classic

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Don Safety Trophy - 1971

RANGE ROVER WINS DON SAFETY TROPHY



April 6th. 1971

RANGE ROVER WINS DON SAFETY TROPHY

"An outstanding vehicle with a specification which makes a valuable contribution to road safety".

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That's how the Right Honourable the Lord Chesham, P.C. described the revolutionary 'luxury work-horse' - the Range Rover after it had been awarded the Don Safety Trophy last night (Monday).

The Range Rover won through in the face of fierce competition in the largest ever entry of British and foreign cars and trucks.

Before a gathering of British and Continental motoring journalists at London's Royal Lancaster Hotel, Mr Eldon Griffiths, M.P., Parliamentary Under-Secretary of State at the Department of Environment, who also has a special interest at the Department in matters of road safety, presented the 2-ft. high, solid silver Don Safety Trophy to Sir George Farmer, Chairman of the Rover Car Company.

The Range Rover is the fifth winner in the Trophy's six-year history and joins a select company of outstanding vehicles: the Jensen FF (1966) the Bedford K.M. Heavy Truck (1967) the Vauxhall Victor 2000 (1968) and the Jaguar XJ6 (1969) No award was made last year.

The Don Safety Trophy is a much coveted annual award sponsored by the manufacturers of Don brake linings, to encourage and recognise the efforts of vehicle manufacturers and their safety engineers in producing vehicles which make a significant contribution to road safety.

Recently the Range Rover has received major awards in Car of the Year competitions organised by both a British and a European Motoring Journal.

It also won a gold medal in the coachwork competition of the "Institute of British Carriage and Automobile Manufacturers" at the London Motor Show.

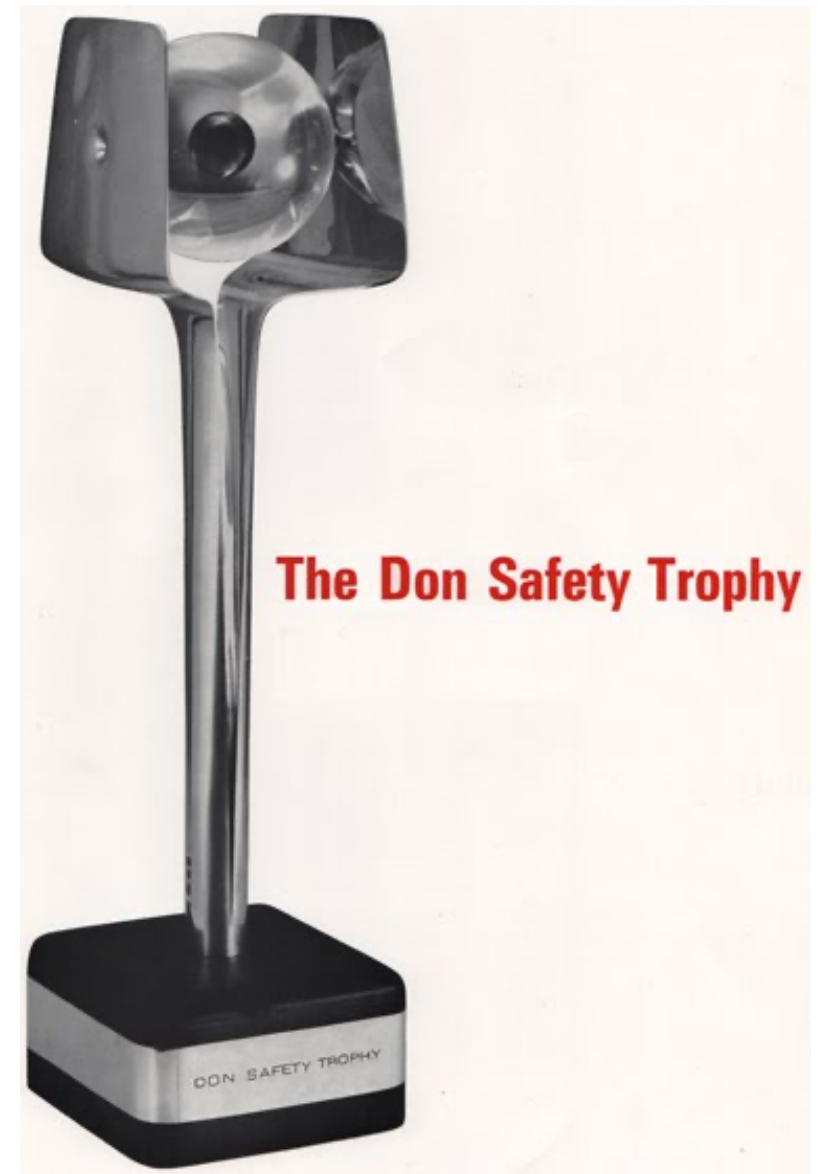
Safety Features of the Winning Range Rover

The Range Rover is a new concept of motor vehicle. It is the first medium priced car to be sold as standard with four wheel drive. This most significant safety feature has previously only been available on specialist vehicles designed for cross country work, or very expensive low production sports cars.

Other features such as the Orthopaedically designed seating have received world wide acclaim, and the complete safety package adds up to an inherently safe vehicle.

Other significant safety features include:

- 1) Permanent four wheel drive for optimum control under adverse conditions.
- 2) Dual brake line disc brakes, primary circuit operating two of the four pistons in the front brake calipers and the rear brakes, the secondary circuit operates the other two pistons in the front brakes.



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Range Rover Classic Special Theme

Don Safety Trophy - 1971

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Range Rover Classic by Year

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- 3) Orthopaedically designed seating which gives considerable relief from driver fatigue and also considerable protection in the event of an accident.
- 4) The seat belts have been designed as an integral part of the seat.
- 5) Self-levelling suspension provides almost constant ride and handling characteristics whether unladen or fully laden and maintains a level headlight beam setting.
- 6) The transmission handbrake gives secure four wheel parking and should both foot brake systems fail, gives emergency braking effective on all four wheels.
- 7) Extensive window area giving excellent all-round visibility, the bonnet has been designed so that the corners of the vehicle can be easily seen from the drivers seat.
- 8) All control switches column mounted for immediate fingertip operation.
- 9) The Two-door steel body unit with corrosion resisting aluminium outer panels mounted on an immensely strong and rigid box section chassis.
- 10) Energy absorbing steering column which collapses on impact.
- 11) Impact absorbing fascia.
- 12) Padded roof lining.
- 13) Hazard warning system.
- 14) Fuel tank protected by chassis members.

The panel, chaired by the Lord Chesham, included distinguished men from several fields associated with transport and road safety including:

- Alan Baker B.Sc. A.C.G.I.
Journalist Consultant

- G A H Cardwell C Eng. F I Mech
Chief Engineer, National Freight Federation

- J W Furness C. Eng M I Mech E Assistant Chief Engineer
Department of the Environment

- P W H Haile
Head of Road Safety
R. SPA.

- Deputy Asst. Commissioner S Hebbes
Metropolitan Police

- R M Livett
Chairman Lloyd's Motor Underwriters' Association

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Range Rover Classic US by Year

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Land Rover - Special

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

O Stephen Masefield
Chairman Accident Offices Association

Special Commendation for Fiat

The panel also gave a special commendation to the Fiat 128 saloon car. This, they felt, was a mass production car at the lower end of the price bracket, in which safety engineering has played an important part in the design.

With the result that the car offers a very good safety package.

For further information contact:

W D Brookes Cardwell P R Services



BRITISH BRAKE LININGS ARE BEST IN WORLD

British made brake linings are acknowledged to be the best in the world. They are so far ahead of their rivals in fact that they are now made under licence or with the assistance of British technological know-how, in almost every major country.



It is a little known fact too, that the odds are 3-1 that when a British motorist stops his car, he does so with the assistance of a Manchester-made brake lining - DON - manufactured since the turn of the century by SMALL & PARKES LIMITED of HENDHAM VALE, MANCHESTER.

DON is the biggest supplier of brake linings and disc brake pads to the British car industry. SMALL & PARKES LIMITED have long been regarded as one of Europe's foremost Brake Lining Specialists not only for the motor car, but also for commercial vehicles.

Their Scandinavian truck industry, for example, which manufactures some of the largest heavy trucks in the world, relies almost exclusively on DON Brake Linings.

MOTOR SHOW OCT. 20th/30th 1971 - DON BRAKE LININGS STAND 210

Demonstrating their supremacy in the original equipment field are DON brake linings - Small and Parkes Limited - on Stand 210 at this year's Motor Show.

DON is currently the biggest supplier of brake linings and disc brake pads to the British motor industry with a market share (August figures) of 41 per cent.

A large proportion of the models shown on the ground floor stands of the motor manufacturers are equipped as original with DON materials.

DON 227, the new disc pad material which was introduced a year ago, has made such great inroads into the disc pad original equipment market that the production line has been speeded up and supplies have been channelled through the DON distribution network to cater for demand on the replacement market.

DON 227 is being manufactured in the Manchester factory and at the DON factory at Manage, Belgium, from where supplies are sent for the German production of the Ford Taunus (Cortina in Britain).

DON 242 - which was in fact first developed for the heavy commercial market - is mainstay of the original equipment drum lining range for passenger cars. This material was specifically formulated to combat "drum crazing" in heavy duty applications. As a heavy duty high friction material it teamed up well on the rear of vehicles which had front disc brakes shod with high friction materials such as DON 227, where a lower friction or less heavy duty material might not do its share of the work during a braking operation.

