



ABOVE & BEYOND
MARKETING
BULLETIN

2016.5 MY LR4 – MID MODEL YEAR PRODUCT ACTION + LANDMARK & SILVER EDITIONS

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2016.5 MY LR4 HSE Silver and Landmark Value Edition Summary

Land Rover is pleased to announce details of the introduction of mid- Model Year (16.5MY) value edition packages (**Silver and Landmark Editions**) on LR4. This bulletin outlines the content of these packages along with the associated value pricing. In addition, other information to reduce ordering complexity are also detailed in the following pages of this bulletin. All product actions will be introduced at the next Order Call / January Production.

The Silver and Landmark Edition Packages have been developed to offer popular stand-alone options, in a package priced at a significantly improved retail value as compared to the previous individually priced options. From January production the HSE with Silver Package and the HSE Lux with Landmark Package will be the only versions of HSE and HSE Lux that are available.



LR4 Landmark

- **HSE Silver Edition includes:**

- HSE Package

- Vision Assist Package
 - 825-watt Meridian® audio - 17 speakers w/ subwoofer
 - Sirius Satellite Radio and HD Radio
 - Grand Black Lacquer Trim Finisher
 - InControl Apps™

The pack is priced at \$2,200, offering a 45% reduction in price over the \$4,000 MSRP for the individually priced options.

• **HSE (LUX) Landmark Edition includes:**

HSE LUX Package

- Extended Silver Roof Rails
- Vision Assist Package,
- Sirius Satellite & HD Radio
- 20" Diamond Turned 5 Split-Spoke Slot Alloy Wheels (029QM)
- Grand Black Lacquer Trim Finisher
- InControl Apps™
- Unique Landmark Badge on Tail Door

Paint Choice: The LANDMARK will be available in a limited range of five paint colors: Waitomo Grey, Santorini Black, Yulong White, Indus Silver and Zanzibar.

The following Windsor Leather Seat options will be available on LANDMARK:

	Colourway	Veneer Finishers
	EBONY	
	ALMOND*	Almond Windsor Leather Seats only available on LANDMARK with Straight Grained Walnut veneer trim finisher.
	TAN	**New for LANDMARK only** Tan Windsor Leather Seats only available on LANDMARK with Straight Grained Walnut veneer trim finisher.

**Almond Windsor Leather seats will include an Arabica center cubby box lid with Arabica stitching for LANDMARK only, to provide a harmonized contrast to the lighter seat and match the Arabica on the top of the doors and fascia for this color combination, which is a change from the Almond cubby box lid with Nutmeg stitching on standard derivatives.*

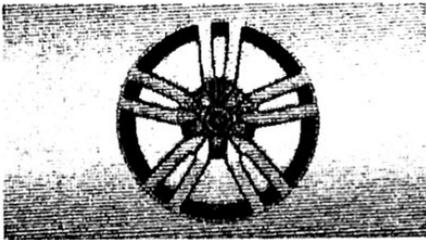


EBONY

ALMOND

TAN

The pack is priced at \$2,470, offering a minimum of 63% reduction (depending on paint choice) in price over the \$8,500 MSRP for the individually priced options.



**LandMark available in 5 paint colors:
Waitomo Grey, Santorini Black, Yulong
White, Indus Silver, Zanzibar*

- **Other Product Changes**

While the Standard LR4 will continue to be available for ordering, the following items are discontinued in line with 16.5MY ordering:

Exterior colors:

- Mariana Black
- Barolo Black
- Firenze Red
- Aintree Green
- Kalkoura Stone
- Scotia Grey

Interior:

- TLA Arabica Windsor Leather

Chassis:

- 19" Black Pack
- 20" 5 split spoke forged alloy (029MZ)

On the final page a summary of the available port installed accessory items is included. Please be reminded the items referenced as "Preferred" will be installed at Port of Entry prior to vehicle dispatch. These items can be deselected in Vista if not required. The items listed as "Optional" can also be added for port install based on your preference but need to be selected in Vista as desired.