



North American Series One Register

Update No. 10

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There are currently 683 known and rumored Series One Land-Rovers in Canada or the United States. This reflects a net add of 15 since the last update No. 9 on 1 October 2016.

80"

1948	1949	1950	1951	1952	1953	Unknown	Total
1	7	40	88	32	37	42	247

86"

1954	1955	1956	Unknown	Total
11	56	50	28	145

107"

Type	1954	1955	1956	1957	1958	Unknown	Total
Regular	7	8	9	4	N/A	13	41
SW	N/A	N/A	11	17	10	12	50
Reg/SW	N/A	N/A	0	0	0	1	1

88"

1956	1957	1958	Unknown	Total
5	65	26	14	110

109"

1956	1957	1958	Unknown	Total
5	17	11	8	41

Other

Type	1954	1955	1956	1957	1958	Unknown	Total
SWB	0	0	0	0	0	24	24
LWB	0	0	0	0	0	8	8
SWB/LWB	1	2	1	0	4	8	16

Other data

Type	Chassis # Known	NA Yes	NA No	NA Unknown	Total Vehicles
80"	131	80	62	105	247
86"	65	45	29	71	145
107" Regular	13	10	2	29	41
107" SW	30	18	13	19	50
88"	63	40	23	47	110
109" Regular	17	15	4	22	41
Other	0	0	0	49	49
Total	319	208	133	342	683

A new year and a new update on this project. Since the last update we have net added 14 more Land-Rovers:

80":	5
86":	2
107" Reg:	0
107" SW:	1
88":	5
109" Reg:	1
Other:	0

7 more chassis numbers were added to the database which let us increase the known number of US/Canada original trucks by 6.

One of the dark holes in the US-Canadian Land-Rover story is Rootes. From 1948 to 1950 Rover attempted to build a dealer network. It did not go as quickly as they had liked. They turned to the rival Rootes Motor Company who had set up a dealership network starting in 1937. A contract was signed in spring 1950. Starting with British Automotive and Motor Cycle Show in New York 16-23 April 1950, Rootes was the exclusive distributor of Rover Cars and Land-Rovers in North America. Rootes sold Rover products until 1958 when the contract was cancelled and Rover established their own network of dealers. Presumably many Rootes dealers signed up. Back then dealerships were not exclusively one brand as they are today. Hence Rootes covers most Land-Rovers, but we no next to nothing about them. The 1960s were not kind to Rootes. They had losses. They sold a portion to Chrysler in 1964. And then in 1967 Chrysler bought the rest of the shares. The name eventually faded away.

We knew of a handful of Rootes dealers, but not many. Then this summer we found a Hillman Minx sales brochure from 1950 and one from 1951. Each listed all Rootes Dealers in the US and Canada. So now we have a start. Other than that we don't know which ones sold Rover products, but we at least know names and addresses. We now know that both Yorktown Motors and Wier's Motors joined Rootes. We also know a number of dealers that were still selling LRs in the 1960s.

These brochures have been scanned and they data typed into a web page for the Land-Rover FAQ. The URL is: http://www.lrfaq.org/Dealerships/Rootes_Dealerships.html

NASOR's website is www.nasor.org where this and other updates are posted.

Feel free to send any updates, rumors or photos that you have to info@nasor.org.