

NADA: A Discussion on the term (Dixon Kenner)

While chatting with Larry Simpson (Grover, IIA, Kansas) the other day, the term NADA came up. As many readers will know, NADA, or properly N.A.D.A. is an acronym for "North American Dollar Area", the combined Canadian and American market. [1]



It seems that James Taylor, in his book "Land Rover Series II and IIA Specification Guide" says that from mid 1966, the 109 model range was

reduced to the ten seater 109 station wagon with the six cylinder engine. This model was referred to as the NADA 109. [2] This started a discussion, as the term NADA predates 1966.

To start, on the vehicle side, there were two "NADAs". The first was the Land-Rover NADA. It was a specific 109 station wagon with the Rover 6 cylinder with an aluminium Westlake head. 811 were made and sent over. There are a couple in Ottawa.

However, there was also a second NADA. This was the P6 3500 S variant, where some 2,006 were built and some 1,500 exported to the US and Canada from 1969 to 1971.

This NADA had the Rover V8, wraparound bumpers, three air scoops on the bonnet, electric windows, power steering and air conditioning, all of which was very unusual for the U.K. and European market of the day. One large problem was modifying the engine to meet US emissions controls (Canadian emissions standards kicked in for 1972 as opposed to 1968 in the USA). The balance of these NADAs were sold into Europe. [3]

But, for the term NADA, when did that appear? To pick the first date I came across, *Rover Service Newsletter*, Vol 2 no. 4, November 1965, p. 1 under Frost Precautions where it reads "With effect from 30th October 1965 (1st October for NADA vehicles)...".



From there, it is looking earlier. Bear in mind, Series Ones were sold by Rootes into Canada and the USA until the introduction of the Series II. So, how Rootes and the differences is an open question.

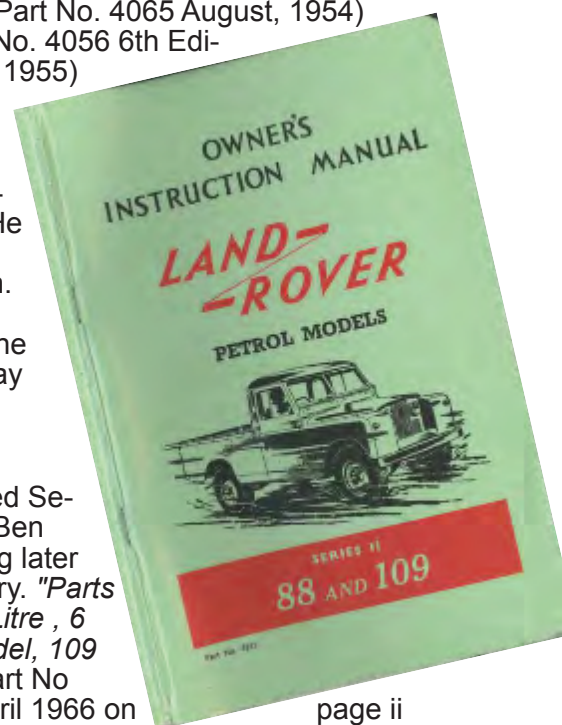
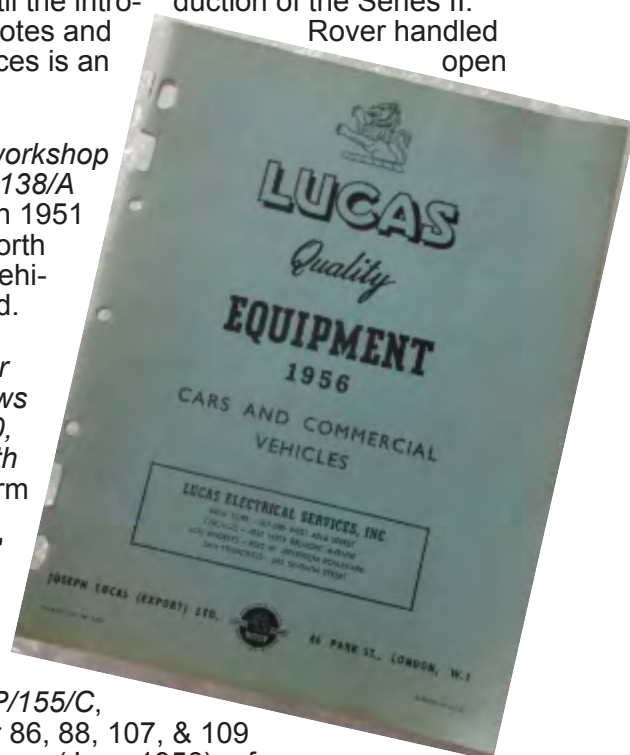
In the *L/R workshop manual TP 138/A* dated March 1951 the term "North American Vehicles" is used.

In the *Rover Service News Letter no 40*, January 29th 1954 the term "America. Dollar Area" is used.

And more with what is on hand. *TP/155/C*, Land-Rover 86, 88, 107, & 109 parts catalogue (June 1956) references "America. Dollar Area" in that particular volume, so, NADA is not much of a stretch.

So, checking further I asked Keith Barrett, a fountain of North American Series One knowledge to take a look at his literature collection. He went through *TP155/B* (Part No. 4065 August, 1954) and *TP111F* (Part No. 4056 6th Edition Re-issue May, 1955) page by page (he doesn't think he missed any pages) and found no reference to "NADA". He did see "America. Dollar area" in both. Later, checking against *TP111/G*, the 7th Edition from May 1958 turned up the same references.

While Keith checked Series One sources, Ben Smith was checking later sources in his library. "*Parts Catalogue for 2.6 Litre, 6 Cylinder petrol model, 109 Station Wagon*," part No 4781, TP409A, April 1966 on



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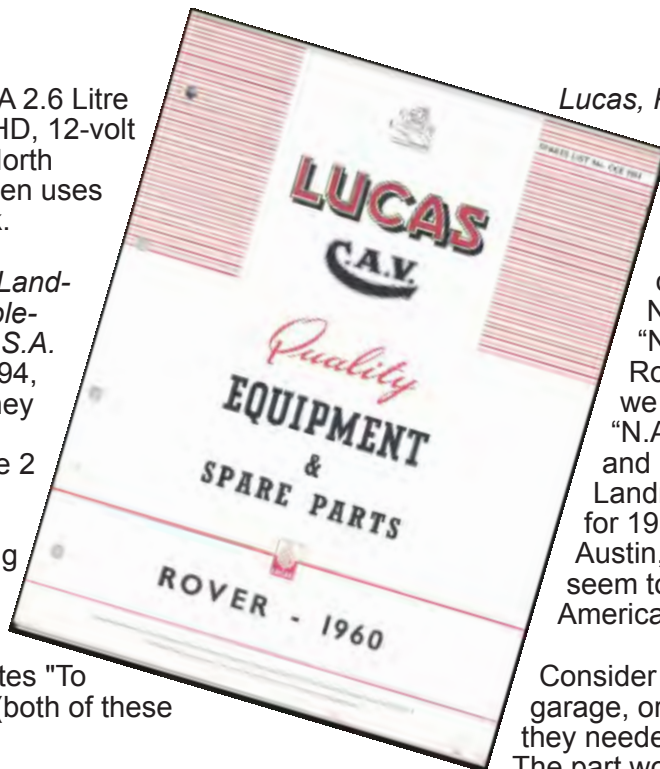
states "Land-Rover Series IIA 2.6 Litre Petrol 109 Station Wagon LHD, 12-volt negative earth vehicles for North America Dollar Area" and then uses "NADA" throughout the book.

To confuse things we have "*Land-Rover Parts Catalogue Supplement For Series IIA 88 To U.S.A. Specification*" Part No 606494, April 1969. In this manual they refer to Stage 1 (Suffix D), Stage IA (Suffix F) and Stage 2 (Suffix G onwards). In the book "American Dollar Area conditions" is used for lighting which implies that is more than just USA because later on the same page for crank-case emissions control it states "To suit US Federal Standards" (both of these are on page ii.)

A later version of the same book dated September 1972 is "*Land Rover Series 2A and Series 3 88 Parts Catalog Supplement USA Specification*" Second Edition. All through the book it refers to USA. The SIII 88 with chassis numbers starting with 25900000A are described as 'USA LHStg. 88" 2 1/4 Litre Petrol' which we know was sold in the USA and Canada. For lighting for IIA and III it says "To suit American Dollar Area conditions".

Another data point would be how other suppliers, or companies referred to Rover, and specifically the Land-Rover what did they use, and is there evidence that they were copying what was used internally within Rover? One starting point would be the 1957 Lucas spare parts catalogue for Rover and Land-Rover vehicles (CCE905F to be exact) references N.A.D.A for North American Dollar Area.

Lucas Quality Equipment & Spares, 1939-54 (publication no. 400D) uses the terms "Export (N.A.D.A.)", as well as "N.A.D.A." for the 1954 Rover 60. For the 1939-40 and the 1946-47, just the term "Export" is used, though at this time Rover had no sales presence in the USA. That would happen later [4]. The Rover 75 for 1950-54 and specifically 1951 is using both "Export (N.A.D.A.)", as well as "N.A.D.A.". Specifically for Land-rover, the previous two terms are used for 1951-54, for various parts, such as the number plate lamp, though there is a specific side light for the "U.S.A." In 1951. In the subsequent volume of this publication, 400E, that covered 1946-60, N.A.D.A. is used



Lucas, Popular Spares, 1950-63 (publication no. 1324). Let's take a quick look. While Triumph and MG are using "Export USA" or "Export USA and Canada", under Rover we have "Export N.A.D.A." Or simply "N.A.D.A." In fact, looking at Rover Landrover for 1955-56 we see a separate line item for "N.A.D.A." As well as for 1957, and 1963. For side lights, Rover Landrover has a "N.A.D.A." entry for 1951-58. For completeness, Austin, Riley, Singer Wolseley, seem to have preferred "North America". [5]

Consider this. Customers, or a garage, or dealership, would find that they needed a part for their vehicle. The part would be researched in a

parts catalogue. They would see that after some part there were added descriptive text. An easy example is with headlamps were many different countries had different requirements, so you would order the parts, using the terminology, in the catalogue to ensure you got the right part.

Given that Lucas seems to be using the terminology of the manufacturer, I would postulate that NADA was a Rover term and Lucas' use of the term reflects what was common in the company. Lucas is clearly using different terms for parts on Canadian or American vehicles with other manufacturers.

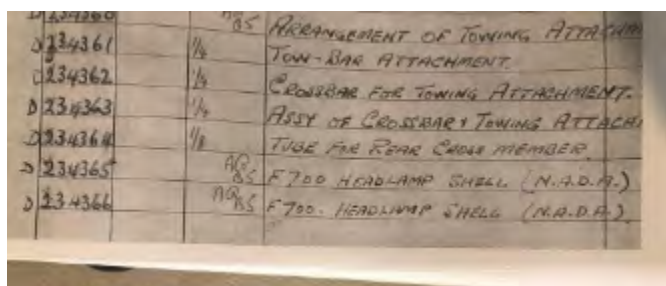
We can also look to see where the term "American Dollar Area" is used more generally. Ben Smith, OVLAR archivist and Land-Rover fanatic, went and looked for other sources of the term. A quick Google found "*Proceedings - Meeting of the Technicians of Central Banks*", Volume 4 1954



which stated, "If we exclude the dependencies of the United Kingdom and of Continental European countries, total exports of all independent countries outside of the American dollar area and Europe averaged \$15 billion." (p.612). In the same book there is a section "Position of Canada and other Dollar-area countries in world payments". So it appears that "Dollar Area" was a commonly used term in the 1950s include the US, Canada and other nations by the financial world. The use of North American Dollar Area would spring naturally from that for the US and Canada.

And just to demonstrate some "thinking outside of the box", NADA in Spanish means "nothing" and this could be said to generally refer to service, parts, and general knowledge of Rovers, in the North American Dollar Area in the 1950's and 60's, because if you weren't a mechanic, you learned to be one. As one long time owner said - "they are perfectly serviceable... they never run right, but they always run". [6]

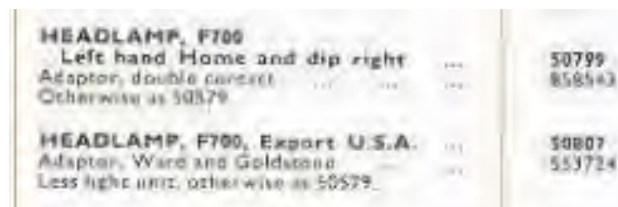
Normally, this is where the article would have finished. When well on its way to being finalised, it was passed around to a couple of people for comments. Lo and behold and I received an email from *Michael Bishop* over at *Jaguar Land Rover Classics* in Solihull. He kindly sent this image [7] -



234361	1/4	ARRANGEMENT OF TOWING ATTACHMENT
234362	1/4	TOW-BAR ATTACHMENT
234363	1/4	CROSSBAR FOR TOWING ATTACHMENT
234364	1/4	ASSY OF CROSSBAR & TOWING ATTACHMENT
234365	1/4	TUBE FOR REAR CROSS MEMBER
234366	1/4	F700 HEADLAMP SHELL (N.A.D.A.)
234366	1/4	F700 HEADLAMP SHELL (N.A.D.A.)

This is an excerpt from the engineering log for the parts and is closely linked to the parts catalogues used for vehicles, both Rover cars and Land-Rovers. It clearly shows that very early on Rover Motors was referring to the North American market as the "North American Dollar Area" or N.A.D.A.

There was not always a perfect match between Rover and suppliers. While the Engineering log clearly says NADA, the Lucas spare parts catalogue says "Export USA". This will raise another question, which is addressed in another article on Series One NADA Headlamps [8]



HEADLAMP, F700 Left hand Home and dip right Adaptor, double contact Otherwise as 50799	50799 85843
HEADLAMP, F700, Export U.S.A. Adaptor, Ward and Goldstone Less right unit, otherwise as 50799	50807 553724



In conclusion, the term, or label, NADA certainly predates the "Land-Rover six cylinder" as the advertising literature of the day calls what we now refer to as a NADA. In effect, all Land-Rovers (note the hyphen) sold in North America post April 1950, through to the abandonment of North America by British Leyland in 1974 would be NADAs. For completeness, Land Rovers sold in North America after their re-entry in 1987 would be NAS, or North American Spec vehicles.[9]

If anyone has further material on North American Land-Rovers, I would be pleased to hear and could then update this, and other articles on this variant of Land-Rovers.



There are further articles in the queue for publication looking at the differences between a NADA Land-Rover and the Rest of the World (RoW) Land-Rovers supplied elsewhere, and where the "C8" suffix comes into play for the "Canadian Spec" Series Ones.

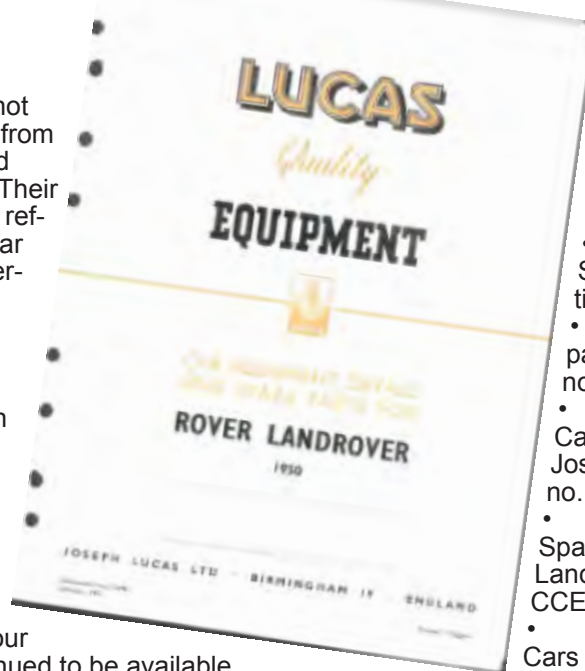
Acknowledgements - This could not have been done without the help from Keith Barrett, Benjamin Smith and Michael Bishop & JLR Classics. Their much more significant libraries of reference material sped this article far more than I was able with the internet alone.

Notes:

1. There are references that can be taken to show that NADA, at times, also applied to the Caribbean, but that is secondary to this discussion.
2. To quibble, the 109 NADA was also available in Canada. It was not a US specific model. As well, the four cylinder Station Wagon continued to be available in Canada. The introductory sales literature for the NADA referred to the vehicles as the "Land-Rover Six Cylinder".
3. https://en.wikipedia.org/wiki/Rover_P6
4. In 1958 with the arrival of the Series II, Rover terminated its sales agreement with Rootes, and sold the Rover and Land Rover directly. Series One owners now had to figure out an entirely new sales and service organization that was unfamiliar with the Series One.
5. Of course, one must acknowledge exceptions. *Lucas publication CCE902/65* for Standard, Triumph, and Leyland cars and light commercial vehicles, uses the term NADA and even spells it out. Check out page 3.
6. Ascribed to Quintin Aspin, longtime Land-Rover owner and OVLR member.
7. Reprinted with kind permission from Jaguar Land Rover Classics, Solihull, UK. The reference was located by Michael Bishop.
8. *NADA: Series One Headlamp Trivia* (Dixon Kerner), OVLR Newsletter, September 2020)
9. A fairly massive spreadsheet that documents much of this has been shared with several people, such as John Smith, and will be made available on <http://www.NASOR.org> at the conclusion of the NADA articles.

References consulted::

- TP/138/A - Workshop Manual (Land-Rover) (March 1951) Publication no. 4056
- TP/138/C - (March 1956)
- Rover Service News Letter no 40, January 29th 1954
- Lucas Quality Equipment & Spares, 1939-54, publication no. 400D
- "Proceedings - Meeting of the Technicians of Central Banks", Volume 4 1954, p.612
- TP/111/F - Land Rover Spare Parts Catalogue 1948-53 (May 1955) Publication no. 4056
- TP/155/B - Parts Catalogue for the 1954 Land-Rover 86" and 107" (August 1954) Publication no. 4065.
- TP/155/C, Land-Rover 86, 88, 107, & 109 parts catalogue (June 1956) Publication no. 4065



- TP111/G, 7th Edition (May 1958), publication no. 4051
- Lucas Quality Equipment & Spares catalogue for 1949, publication no CE456, April 1949
- Lucas Quality Equipment & Spares catalogue for 1950, publication no CE648, February 1951
- Lucas Quality Equipment and Spare Parts, 1954 Rover, Publication no. CCE905C, January 1954
- Lucas Quality Equipment 1956 Cars and Commercial Vehicles, Joseph Lucas (Export) Ltd. Catalogue no. 841 E/EX (Printed in the USA)
- Lucas Quality Equipment & Spares catalogue for 1957 Rover and Land-Rover vehicles. Publication no. CCE905F
- Lucas Quality Equipment 1957 Cars and Commercial Vehicles, Joseph Lucas (Export) Ltd. Catalogue no. 841 G/EX (Printed in the England)
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- Lucas, Popular Spares, 1950-63, Joseph Lucas (Export) Ltd., Publication no. 1324 (printed in the UK)
- Land-Rover Parts Catalogue Supplement For Series IIA 88 To U.S.A. Specification", (April 1969). Publication no. 606494
- TP/409/A - Parts Catalogue for 2.6 Litre, 6 Cylinder petrol model, 109 Station Wagon", (April 1966) publication no. 4781
- Land Rover Series 2A and Series 3 88 Parts Catalog Supplement USA Specification" Second Edition (September 1972)
- Land-Rover Series II and IIA Specification Guide by James Taylor. The Crowood Press UK, 2010

