



Non-80 inch Series 1 Land-Rovers in North America

By Dixon Kenner

Last May there was an article about "How many Series One NADAs are Known?"⁶ This listed out what was known about known Series Ones in North America, which amounted to about 27% of the numbers despatched over here. But, as always there are questions about the raw data that we are working against.

All of the data held within the Land-Rover FAQ at <http://www.LRFAQ.org> is copied from the Despatch Records held by the

⁶How many Series One NADAs are Known? An Update, Dixon Kenner, OVLN Newsletter, Issue 469, May, 2024, pp 32-36, LRSOC Legend

Archives at the British Motor Museum⁷.

This article is primarily concerned with the number of non-80 inch Land-Rovers despatched to North America to Rootes for the 1954 through 1958 model years⁸.

But, as background to the Series One conversation, we know that there were 1,348 80 inch Land Rovers sent to the North American Dollar Area (NADA), and

⁷While there is always the possibility that there might be transcription errors, these errors will be statistically insignificant.

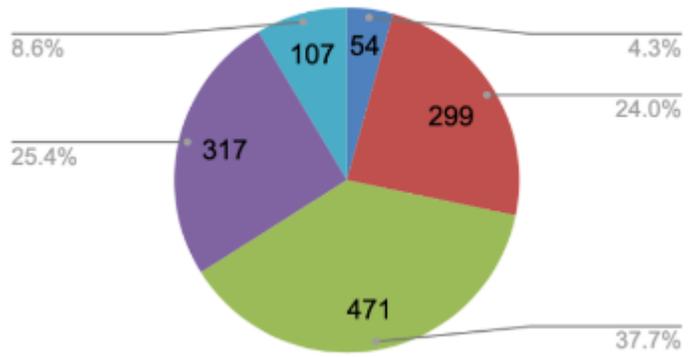
⁸Not including Series IIs.

of these, 797 were sent to Canada; 539 to the United States and 12 to North America⁹ where the exact destination is unknown. Statistically speaking, Ben Smith wrote the article "Land-Rover 80" in North America"¹⁰ which goes into great detail on where the 80 inch Land Rovers went to. For the Land-Rover anorak, a wealth of knowledge. But, for the 80 inch,

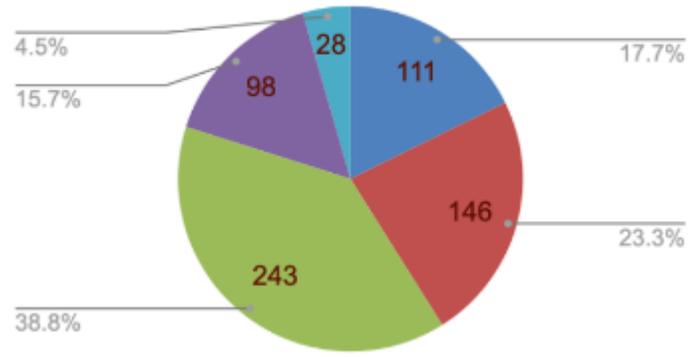
⁹The despatch records note "North America" and do not say either the USA or Canada.

¹⁰Land-Rover 80" in North America, Ben Smith, OVLN Newsletter, Issue 333, December 2012, pp 17-20. An updated copy can be found at https://www.nasor.org/NA_80inch.pdf

Short wheelbase by year (86" & 88")

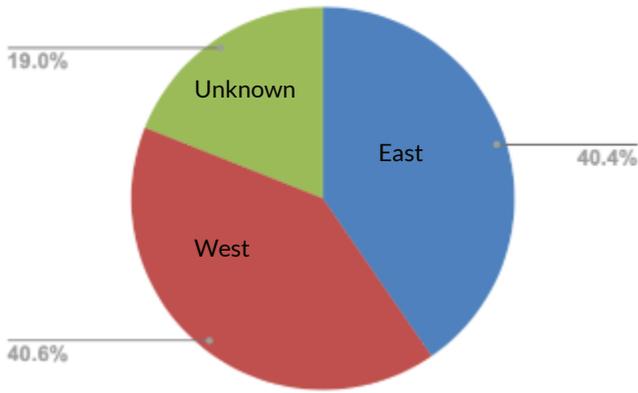


Long wheelbase by year (107" & 109")

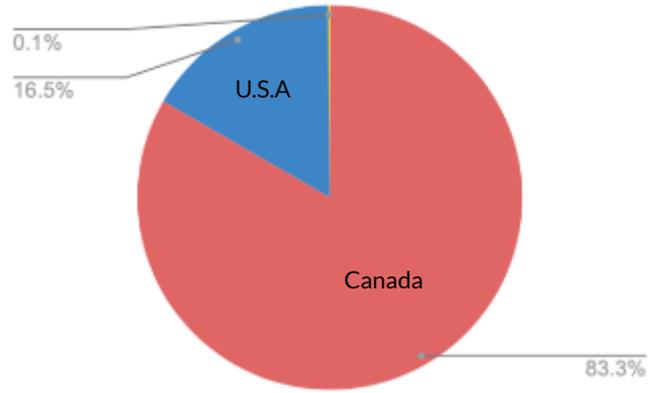


Pie charts read clockwise, starting at noon. Thus 1954 is 54, or 111.

East coast vs West coast vs Unknown



Canada vs USA vs "North America"



the numbers are fairly even. 797 to Canada, 539 to the United States, and 12 to North America, or 59% to Canada, 40% to America, and 1% to North America.

For the non-80', the totals are even more lopsided. Traditionally in economics, the relationship between Canada and the United States is deemed to be 10:1. For every dollar or unit of economic activity in Canada, the United States will be ten times that. However, when it comes to Land-Rover imports (chart, upper right) the numbers are :

Canada = 1,699 = 83.3%
 USA = 338 = 16.6%
 North America = 3 = 0.1%

Canada's status as a Dominion in the British Empire suggests one thing, but after the War, Canada was dominated economically by the United States. Yet 83% of the Land-Rovers despatched to North America were destined for Canada. It suggests that despite a phenomenal dealer network, Rootes was having challenges selling into an American marketplace that also hosted such domestic challengers as the Jeep and Dodge Power Wagon. It also shows a small Canadian loyalty or preference for some British products

There is also much speculation on how many vehicles went to the east coast versus the west coast (chart upper left). That can be worked out too. Interestingly enough, people tend to believe that the west coast received the most Land-Rovers through the Series One era. Today, this perception is

probably from how many pop up for sale. Perhaps this has more to do with how much salt there is on eastern roads. However, for a split :

NADA East = 824 = 40.4%
 NADA West = 829 = 40.6%
 NADA Both⁶ = 387 = 19%

What is striking here is how evenly the sales and distribution, or demand for, Land-Rovers were between the east and west coasts. Statistically, they are equal. Granted, at 19%, for unknown, that is a significant number.

And,, since some is sure to ask, breaking up east and west coast Canada and the USA we get:

Canada East = 730 = 43%
 Canada West = 663 = 39%
 Canada Both = 306 = 18%

Again, a fairly even distribution, with a rather large unknown at eighteen percent.

USA East = 94 = 27.7%
 USA West = 166 = 49.1%
 USA Both = 78 = 23.1%

For the United States, a preference for the west coast is clearly demonstrated, albeit at an even larger "unknown" coast at twenty three percent.

⁶ In a similar fashion to "North America", there are numerous entries with only "Canada" or "USA" where a coast of arrival cannot be determined.

Location	Total
Boston	12
California	3
California	26
Canada	303
Florida	3
Halifax	24
Houston	17
Long Island City	2
Los Angeles	6
Manchester	1
Massachusetts	1
Montreal	179
New Brunswick	3
New Foundland	2
New York	39
Newfoundland	55
Norfolk	1
North America	3
Nova Scotia	2
Ontario	19
Oregon	3
Peurto Rico	2
Portland	11
Portland, Oregon	3
Puerto Rico	8
San Francisco	114
St. John	25
St. John NB	52
St. John, NB	21
St. Johns	2
St. Johns, NF	1
Texas	8
Toronto	346
Toronto & Vancouver	3
U.S.A.	76
USA	2
Vancouver	663
Virginia	1

And finally, for NADA in general :

Canada & USA = 3 = 0.1%.

In terms of what models were imported, referencing the table below, there are some interesting observations:

86" vs 88"

Between 86 inch and 88 inch there is a strong preference for the 86 inch (789 vehicles) versus the 88 inch (456). The numbers seem to indicate interest peaked in 1956 with 471 of both despatched, which possibly exceeded demand with 317 sent in 1957, dropping to 104 in 1958. Possibly this is driven by dealerships taking delivery of a vehicle and then it sitting on the lot for a while.

Series One Diesel

There is only one vehicle that arrived in single digits, and that is the new 2l diesel introduced towards the end of the Series One. There was only one export LHD diesel made for the 1957 model year and only 283 built in 1958.

Three diesels were received in Canada. Looking at the despatch records, the first was sent to Rootes Canada, so given the early chassis number of 119800039, it was probably sent to Rootes headquarters in Scarborough (Toronto) for evaluation in early October 1957. This was followed in early February 1958 with a pair (00262 &

00263), one to Toronto, and the other to Vancouver. Against, perhaps demonstrators, or to assess in the Canadian climate.

107 vs 109 pick-ups.

This comparison is fascinating as it raises the question, what happened to all of the 107 pick-ups? Of the pick up imports, Two thirds were 107's and only a third were 109's. Yet, if one recalls from May's article "How many Series One NADAs are Known?", there are more known 109's. Obviously, some more looking needs to be done.

Looking at the American vs Canadian split for 107's, we see that 6% went to America. While, for the 109's it was 19%, though on rather small numbers.

Total 107 pick-ups = 431

Of which 404 went to Canada and 27 went to the United States

Total 109 pick-ups = 195

Of which 157 went to Canada and 38 went to the United States

107 Station Wagon

107 Station Wagons, a vehicle that would become the iconic vision of the Series One, along with the 80 inch? Well, as we can see with them, there were not many imported.

In fact, only 167 of them, and in declining numbers that showed that they were not a big seller. They don't seem to be popular in America, with only 14% of them heading there. It would be interesting to know the price back in the day. Of course, as seen in May, they are also the vehicle with the highest "survival" rate.

Do you have a Series One, or know of one languishing in a field somewhere? The North American Series One Register would like to know that it still exists. We do not need its exact location, a town or county would be sufficient. Drop us a line.

References:

The Archives of the British Motor Museum, Gaydon, UK.

Websites referenced:

- The Land Rover FAQ - <http://www.LRFAQ.org>
- The North American Series One Register - <http://www.NASOR.org>
- The Land Rover Series One Club - <http://www.LRSOC.com>

The LRSOC website has an archive of photos of a very large number of Series Ones, including a number of NADA trucks.

Email: NASOR@fourfold.org

Year	Wheelbase	Canada	USA	N.A.	Total	% Can	% USA
1954	86"	46	8	0	54	85.2%	14.8%
1955	86"	241	55	3	299	80.6%	18.4%
1956	86"	368	68	0	436	84.4%	15.6%
1956	88" Basic	28	7	0	35	80.0%	20.0%
1957	88" Basic	236	81	0	317	74.4%	25.6%
1958	88" Petrol	74	30	0	104	71.2%	28.8%
1958	88" Diesel	3	0	0	3	100.0%	0.0%
1954	107" Basic	111	0	0	111	100.0%	0.0%
1955	107" Basic	140	6	0	146	95.9%	4.1%
1956	107" Basic	153	21	0	174	87.9%	12.1%
1956	107" Stn Wgn	82	3	0	85	96.5%	3.5%
1957	107" Stn Wgn	46	11	0	57	80.7%	19.3%
1958	107" Stn Wgn	16	9	0	25	64.0%	36.0%
1956	109" Basic	69	0	0	69	100.0%	0.0%
1957	109" Basic	65	33	0	98	66.3%	33.7%
1958	109" Basic	23	5	0	28	82.1%	17.9%
Totals		1,701	337	3	2,041	83.3%	16.5%
		83.3%	16.5%	0.1%	100.0%		