



# How many Series One NADAs are Known? An Update

By Dixon Kenner

To begin, before you continue reading this article, take this opportunity to pause for a moment and think; *"What percentage of Land-Rovers imported into Canada or the USA do you think still survive today?"* Remember that number. Now, read on ...

It started innocently enough. Ben Smith and Dixon Kenner, sometime in early 2014 were sipping Bunnywhatsit (Bunnabhain), a lovely single malt, after a day of working on our respective eighty inch Land-Rovers began to discuss which ones might be where. There was reference to that famous advertising campaign by Land Rover sometime ago. [1]

There was reference to a much older conversation between Ted Rose and Dixon (yes, of TRSS (Ted Rose Sighting Society) fame) where they had quickly counted eighteen in the Ottawa region sometime in the late Nineties. This led to an idea, and

the next thing you know, Ben had a spreadsheet in action. Time passes, and Keith Barrett of Brockville was introduced into the fray. Keith, it seems, had been tracking Series Ones in an informal manner for a number of years and had accumulated a raft of eclectic information. The spreadsheet grew. [2]

At this juncture one should probably mention NASOR, the North American Series One Register, which was discussed last month on page 5. Eventually, as all things do, this conversation took on a life of its own. With the departure of the BGB (Dixon's Series II 109" SW), the resurrection of Grail (Ben's 1951 80"), the on-going restoration of Ravus (Dixon's 1951 80"), and Keith working on his fleet of Series Ones, discussion turned, over a fine bottle of Ardbeg, another fine single malt, to starting a North American register for Series Ones. Unlike larger and

more formal clubs, such as OVLR, it would be less formal, leverage the events of more formal clubs and societies, and may eventually publish a sporadic newsletter. For now, it is a website, a number of enthusiastic members, and publishes through articles in this magazine. [3]

And thus began the quest of Ben and Dixon, to seek out and find all of the Series One Land-Rovers hiding in Canada or the United States. Some will be running. Some will be derelict. Some under restoration. Some scrapped. In the intervening years many, many people have contributed information and photos of vehicles to this endeavour.

So, a decade later, what is that survivors list looking like? Well, possibly a quick description is in order. When an unknown Series One is found, or reported a couple questions are generally asked. What

condition is it in, and what the chassis number (VIN) is? Ideally, where it is, though that is mostly for reference as it really doesn't help anyone, even us. [4] We would like the owner's name, though we don't give that information out.

In fact, with the time stamped emails and photos, the record of the Series One in this spreadsheet establishes prior ownership, lest someone foolishly tries to duplicate the VIN with another vehicle.

The spreadsheet is also cross-referenced with the despatch records held at the British Motor Museum at Gaydon [5] So, we know if the Series One is a NADA [6][7] or a later import. We also note those for which we do not know the chassis number. And, because of this, we cannot be sure if there is duplication or not. It is possible that the numbers might be a little high.

To go back, somewhere around 1992 Land Rover claimed that 70% of all Land Rovers, and Range Rovers, were still on the road. [8] This is repeated to date. So, for Series Ones, what is the reported rate?

**Some Statistics:**

The table on the following page looks complicated. There is a lot of information that has been summarized here, and it can be sliced and diced in many different ways. A number of people have been asking for summaries, so this is a first crack at it.

Subsequent updates may differ based upon feed back. Further, the raw data is limited by what an observer actually sends in. It can be quite limited and is usually vague and incomplete. Often it does not even include a photo. This is the best we have been able to do thus far.

The first column is simple. How many were imported into the North American Dollar Area (NADA). As noted previously, this information comes from the Rover despatch records that are held in the Archives of the British Motor Museum. [5]

The second set of columns, light green, are a count of what is in the database. Do we know the year? Do we know the Chassis Number (VIN)? Does that Chassis Number correspond to the list of known Chassis numbers despatched by Rover to North America? What is the count of knowing the vehicle exists, yet we do not know the chassis number? Do note, these are the totals as of January 2024. Given the spreadsheet is slowly, and continually, evolving, these numbers will change on a monthly basis. A total of these numbers follows.

The third, light blue, grouping are percentages derived. The NADA column corresponds to a vehicle with a known chassis number that appears as coming to the USA or Canada in the LRFAQ. We know that there are errors and omissions here and there, so it is possible that a vehicle is a legitimate import.

**The Results:**

**80 inch:** There were 1,348 80 inch Land Rovers despatched by Rover, the vast majority imported by Rootes. We know of 368 of them today for a rate of 27.3%

One will note with the lights behind the grille (LBTG) there are a number that have been imported by enthusiasts. The percentage of later 80 inch Rovers decreases significantly. What constitutes a 1948 vs 49 could be construed as a bit of a religious question. It is normally given that the first 3,000 Land-Rovers are 86xxxx chassis numbers and 1948 and 866xxxx are 1949, starting with 8663001.

Also note that nearly a third of the total we do not know the year, beyond the vehicle is an 80 inch. We know of a few vehicles that were exported by Rover to Canada, but delivery in the Despatch records says the UK. [9] We know of some that are in the UK or Europe, having been exported from North America.

**86 inch:** There were 789 86" Land-Rovers imported by Rootes. We know of 24.5% of them today. It is somewhat surprising that the expected rate for 1956 is not higher.

**107 inch pick-up:** There were 432 107" pick-ups imported by Rootes. We know of 13% of them. Which surprised us, as anecdotally, we though that this number would be a lot higher. It was somewhat surprising that this total is so low, so obviously we are missing something.

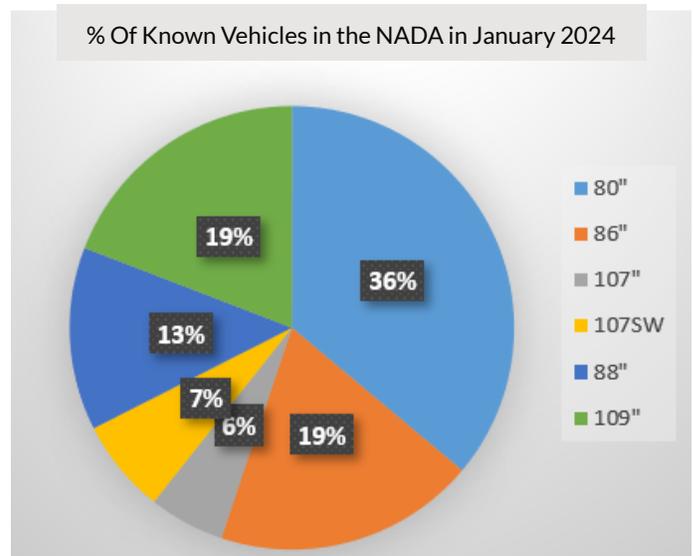
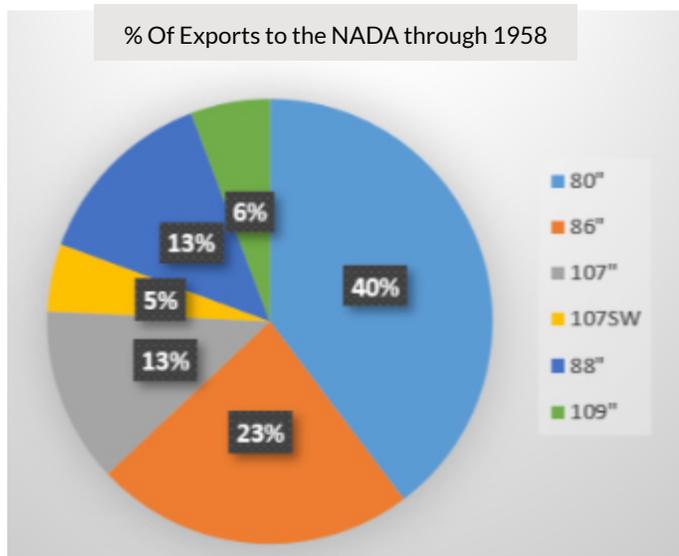


Table 1: NASOR summary statistics (legend top of next page)

Period	Total Imported	Known as of January 2024				Survivor %				
		VIN	NADA	No-Vin	total	VIN	NADA	% NADA	No-VIN	Total
1948	5	2	1	1	3	40.0%	20.0%	50.0%	20.0%	60.0%
1949	1	7	1	1	8	700.0%	100.0%	14.3%	100.0%	800.0%
1950	89	36	17	17	53	40.4%	19.1%	47.2%	19.1%	59.6%
1951	673	100	78	55	155	14.9%	11.6%	78.0%	8.2%	23.0%
1952	237	32	20	14	46	13.5%	8.4%	62.5%	5.9%	19.4%
1953	343	36	28	20	56	10.5%	8.2%	77.8%	5.8%	16.3%
<b>Totals</b>	1348	213	145	108	321	15.8%	10.8%	68.1%	8.0%	23.8%
1948-50				3	3					
1948-53				21	21					
1951-53				7	7					
1952-53				16	16					
<b>Total 80 inch</b>	1348	213	145	155	368	15.8%	10.8%	68.1%	11.5%	27.3%
1954 86"	54	11	7	4	15	20.4%	13.0%	63.6%	7.4%	27.8%
1955 86"	299	42	27	31	73	14.0%	9.0%	64.3%	10.4%	24.4%
1956 86"	436	51	41	24	75	11.7%	9.4%	80.4%	5.5%	17.2%
1954-56 86"	-			31	31					
<b>Total 86"</b>	789	104	75	90	194	13.2%	9.5%	72.1%	11.4%	24.6%
1954 107"	111	6	5	2	8	5.4%	4.5%	83.3%	1.8%	7.2%
1955 107"	146	5	3	5	10	3.4%	2.1%	60.0%	3.4%	6.8%
1956 107"	175	13	11	2	15	7.4%	6.3%	84.6%	1.1%	8.6%
1954-56 107"	-			23	23					
<b>Total 107"</b>	432	24	19	32	56	5.6%	4.4%		7.4%	13.0%
1956 107SW	85	17	15	2	19	20.0%	17.6%	88.2%	2.4%	22.4%
1957 107SW	57	23	15	2	25	40.4%	26.3%	65.2%	3.5%	43.9%
1957 107SW	25	9	2	2	11	36.0%	8.0%	22.2%	8.0%	44.0%
107SW				15	15					
<b>Total 107SW</b>	167	49	32	21	70	29.3%	19.2%	65.3%	12.6%	41.9%
1956 88"	35	5	4	1	6	14.3%	11.4%	80.0%	2.9%	17.1%
1957 88"	320	57	29	25	82	17.8%	9.1%	50.9%	7.8%	25.6%
1958 88"	107	20	12	9	29	18.7%	11.2%	60.0%	8.4%	27.1%
1956-58 88"				19	19					
<b>TOTAL 88"</b>	462	82	45	54	136	17.7%	9.7%	54.9%	11.7%	29.4%
1956 109"	69	10	5	0	10	14.5%	7.2%	50.0%	0.0%	14.5%
1957 109"	98	19	14	7	26	19.4%	14.3%	73.7%	7.1%	26.5%
1958 109"	28	3	2	8	11	10.7%	7.1%	66.7%	28.6%	39.3%
1956-58 109"				10	10					
<b>Total 109"</b>	195	32	21	25	57	16.4%	10.8%	65.6%	12.8%	29.2%
SWB				25	25					
LWB				8	8					
Unknown WB				17	17					
<b>TOTAL</b>	3393	504	337	427	931	14.9%	9.9%	66.9%	12.6%	27.4%

Table 1: (left) Statistical information on imports recorded, known vehicles in any condition, with or without VIN, and the percentage known. If you have a Series One, we would love to know about it.

NOTES:

- Import Statistics (light yellow columns) correspond to the totals from the LRFAQ on how many of each type of vehicle was imported.
  - Under the totals for the individual years, there are some other groupings for vehicles where the Chassis number is not known. For example, you drive past an 80 inch, or have a photo of one. What year is it? Depending on the photo(s) or angle -
    - 1948-50 = LBTG
    - 1948-53 = 80" in general (from the doors perhaps)
    - 1951-53 = No grille, but not LBTG
    - 1952-53 = Inverted T grille
  - Similarly, for 86, 88, 107, 109, it is possible to tell them apart through design features, but you cant tell what year they might be short of knowing the chassis number.
  - And finally, sightings received from people that know enough that it is a slab sided Land-Rover.
  - These labels are only useful for the non-Chassis number totals and percentages of known trucks by category.
- Known vehicles (light green columns) correspond to reported vehicles divided into three categories:
  - VIN = We have the vehicle's chassis number. recorded
  - NADA = This Chassis number corresponds to an imported vehicle number from the LR FAQ. The total in this column is a subset of the VIN column. Obviously there have been subsequent imports of vehicles that were not NADA vehicles. This is quite common with 80 inch and 107 station wagons. Do note, there could be transcription errors in the LR FAQ, omissions.
  - No-VIN = A known vehicle that exists, but we do not have a chassis number for it.
  - Total = The total number by adding VIN and No-VIN together
  - Note: This table does not include known NADA vehicles which have been exported from North America to the UK or elsewhere. There are a number of NADA vehicles in the UK for example
- Statistics (light blue columns are the known rates as a percentage against the known import statistics.
  - VIN = A bit of a meaningless statistic on its own. This is the total from the known chassis number column against the number imported. This percentage includes subsequent imports.
  - NADA = Known NADA chassis numbers against total imports
  - % NADA = Percentage of known chassis numbers that are NADA imports.
  - No VIN = Known vehicles where the chassis number is not know against imports.
  - Total = VIN plus No-VIN divided

**107 inch Station Wagon:** 167 of these were imported and this is where statistics begin to distort. The rate is an astonishing 42%. This bears some examination and where VIN numbers become necessary. The 107 station wagon is an iconic vehicle, and sought after. Which implies that people might have directly imported one over time, and that importation of this particular model is on-going.

For NADA imports, the rate is 19%, where we know the VIN, This represents 65% of the 107 SWs where we know the VIN. So, this is a popular import. Add NADA VINs with unknown VIN and we have a rate of 32%, which is still the highest of any particular model. Canadians and Americans certainly like their Meccano, or Erector set looking Land-Rovers. [10]

**88 inch:** There were 462 88 inch imported. The dispatch records do not break out station wagons vs hard tops. 29% of this total today.

**109 inch pick-up:** There were 195 109 inch pick-ups imported. Which makes them less than half as common than 107 Pick-ups. Yet, 57 are know versus 56 107

pick-ups. Overall, 29.2% of 109's are known.

**All the Rest:** Finally there are those that are reported, or we are sent a photo showing the front or back, with little other information. These are generically grouped as being know, but unsure what they are.

**Total:** Adding this all up, and adding in the numbers for known "short wheel base" and "long wheel base" where little is known, this gives an over all rate of 27.4% Which isn't bad, considering that we are discussing vehicles where the newest one of going to sixty six years old. What is the survival rate for similar vehicles from this same era?

Granted, with pivot tables and such, all sorts of numbers can be generated, but that leads to TMI (too much information). For example, one interesting statistic is for 1948. Five were exported by Rover to Canada. We know of eight in North America for a 400% rate. How many of that number are NADAs? One, for a 20% rate., Or 14.3% as a percentage of all known. The danger of statistics with small

numbers.

Further, from photographs, depending upon the angle, one can tell if that Series One (slab sides, without a Series II waistline) is a short wheelbase, and from there an 80 inch, 86", 88", or is it a long wheelbase 107" or 109" pick-up. Let alone the possibility of some vehicles being spotted, reported, and then vanishing for a while and then turning up again under a new owner in a new location.

Conclusion:

Ben Smith and I have been collecting this data slowly over the past fifteen plus years. It is a slow, on-going initiative born long ago over a couple sediment bowls of some fine single malt. It will continue going forward, and we would hope for help from the reader.

Does NASOR have your Series One? If you are unsure and would like to share, send an email to NASOR@fourfold.org. We will not be sharing your information in an unaggregated fashion, just as part of aggregated statistics.

Notes:

1. Around 1992, the marketing division for Land Rover (within British Leyland/ Rover Group) claimed that some 70% of all Land Rovers were still on the road. Given the rise in production for a vehicle that was only 35 years old, this could have been possible, though the advertising council in the UK was not pleased and told Land Rover to stop. Since then, this advertising claim has been repeated over and over to date, with other marques making similar claims, such as 70% of all Rolls Royces or Bentleys are still on the road. A entire article could be done on just this claim, which inspired other manufacturers to make similar claims.
2. That spreadsheet was the seed. Is is more sophisticated now, and the template has been shared with others, such as the endeavour to track the 811 NADA 109 Station Wagons.
3. <http://www.NASOR.org>
4. Realistically, if you know Ben Smith's Grail is in Flemington, or my Ravus is in Ottawa, are you any further ahead? That really doesn't help find it. For someone wishing to play games with registrations, better, if you know that the VIN is in use, then you will pick another number.
5. Contact the British Motor Museum, ask for a Heritage Certificate. The [Archives](#), for a fee, will send you a

lovely "[Heritage Certificate](#)" for your British car, suitable for framing.

Vehicle licensing offices love seeing them as reference.

6. [NADA, A discussion of the term, OVLN newsletter, issue 427 \(October 2020\) pp 24-27, Legend, issue 217, pp 30-33](#)
7. The extract of despatch data for vehicles sent to North America can be found at <http://www.LRFAQ.org>, under Land Rover History, Production and Sales.
8. Though Rover Group was criticized for this, there was some rationale behind the claim. In 1992, the vast majority of the production has been in recent years, so it was reasonable to make these kinds of assumptions. However, the advertising council prefers substantiating data, which Rover was unable to provide.
9. Kenneth McLellan's Land Rover (L8664545); New York Auto Show (L06109215); Possibky Victor Arthur Myall's Land Rover (L860035)
10. Marc Brouwer maintains a worldwide register for 107 Station Wagons.
11. For an understanding of the early years in North America, please read the following articles in either the OVLN, or the Land Rover Series Once Club (LRSOC) Legend newsletter by Jane & Keith Barrett:
  - [Land-Rover in Canada, 1948, - OVLN -August 2020, p24-27 - Legend 213, p28-21](#)
  - [Land-Rover in Canada, 1948, pt 2,](#)

- OVLN - September 2020, p20-24

- Legend 214, p32-37

- [Land-Rover in Canada, 1949, - OVLN October 2020, p28-33 - Legend 215, p50-53](#)
- [Land-Rover Times - Canada, 1949 - OVLN December 2020, p28-33\)](#)
- [A Tentative Step into the USA - OVLN January 2021, p20-27 - Legend 216, p32-35](#)
- [BRITISH INVASION, Rover sets Rootes in the USA, part 1 - OVLN - February 2021, p24-29 - Legend 217, p22-27](#)
- [BRITISH INVASION, Rover sets Rootes in the USA, part 2 - OVLN March 2021, p26-29 - Legend 219, p28-33](#)

OVLN newsletters are available in the club newsletter archives at <https://ovlr.ca/newsletter/#archives>  
Issues of the LRSOC Legend can be found at <https://www.lrsoc.com/forum/index.php?page=legend>

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](mailto:NASOR@fourfold.org)

I am a little bit amused, that the proudly presented NAS Frelander got a survival rate of near zero....

No endurance these new Landrover productions....

