



Known Series 1 Land-Rovers in North America, an update

By Dixon Kenner

Last May there was an article about “How many Series One NADAs are Known?”⁵ This listed out what we knew about the “known” Series Ones in North America. The data used was from January 2024, so this is an update to that article.

But, as background to this ongoing Series One conversation, we know that there were 1,348 80 inch Land Rovers sent to the North American Dollar Area (NADA), and of these, 797 were sent to Canada; 539 to

the United States and 12 to North America⁶ where the exact destination is unknown. Statistically speaking, Ben Smith wrote the article “Land-Rover 80” in North America⁷ which goes into great detail on where the 80 inch Land Rovers went to.

For the 1954-58 Series Ones, we know that there were 2,041 vehicles exported to North America, 1,701 to Canada, 337 to

the United States and 3 to North America. Statistically speaking there is the article “Non 80 inch Series 1 Land-Rovers in North America” that goes into the details where the 1954-58 Land-Rovers went to⁸.

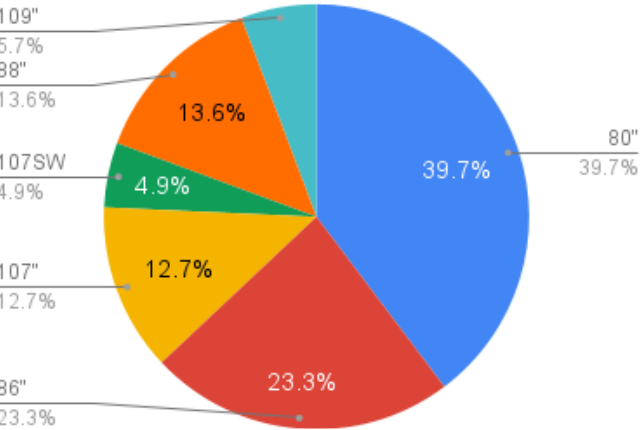
With this background we can continue onwards to how many of these vehicles are known today, bearing in mind that the youngest will be nearly 68 years old,, the oldest ten years older than that.

⁵How many Series One NADAs are Known? An Update, Dixon Kenner, OVLR Newsletter, Issue 469, May, 2024, pp 32-36, LRSOC Legend

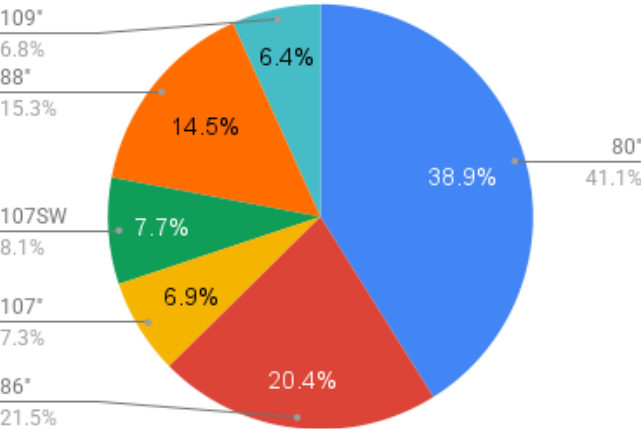
⁶The despatch records note “North America” and do not say either the USA or Canada.
⁷Land-Rover 80” in North America, Ben Smith, OVLR Newsletter, Issue 333, December 2012, pp 17-20. An updated copy can be found at https://www.nasor.org/NA_80inch.pdf

⁸“Non 80 inch Series 1 Land-Rovers in North America”, by Dixon Kenner, OVLR Newsletter, Issue 476, December 2024, pp 38-40. A copy can also be found at www.NASOR.org

Despatch Records



NASOR Records



Overall, the total for known Series One Land-Rovers in North America rose by one hundred (100) vehicles, or approximately two per week. This was broken down to seventy (70) vehicles where we were given the Chassis Number, or VIN, and thirty (30) where we were unable to obtain it for a variety of reasons⁵. Notably, one '54-56 88 moved from that vague category to one where we given the VIN and able to properly categorize it.

Known 80 inch Rovers

80 inch Land-Rovers continue to slowly appear. In base numbers, where we know that a particular vehicle is an 80 inch, vice later Series 1, the numbers rose from 368 trucks to 401 trucks. Here, both 1951 and 1953 showed a rise of eleven (11) trucks each. The largest rise in absolute numbers being 1951, though greatest percentage rise being 1953 where it jumped from 16.3% to 19.5%

Known 86 inch Rovers

Modest gains for the 86 inch Rovers. From 194 known to 209 known of a total 789 imported. The 16 Rovers were distributed more or less evenly for the number of imports, with the largest impact being on 1954 where it rose by the largest percentage. 13 new VINs were submitted, with only 2 being identified, but no VIN was available.

Known 88 inch Rovers

Continuing on from the 86 inch to the 88 inch there was also a rise of 13 trucks showing up with no new 1956s, but the majority being 1958's where eight of them⁵ These reasons range from not being able to find the paperwork; the chassis/ VIN plate missing; the stamped chassis number being unreadable; the owner being unable to find it; or, in rare cases, a fear of anyone knowing

popped up. Notably, one of the "SWB" entries, where we know it is a 88" from photos, but not the year, was better identified for a drop there.

Known 107 inch Pick-ups

Of all of the models imported into North America by Rootes, this one continues to disappoint. The only type of Series One languishing in single digit percentages, but for a large number of unknown year examples out the fields. While a few more were identified, it still trails the pack, which is surprising. The rise was modest, under one percent, reflecting a curious absence of survivors when compared to the 109 inch (in percentages, as there are 71 107's known vs 66 109's).

On the details side, 1955 was the winner here, with nine more appearing. All in all, 107 pick-ups went from 56 known to 71 known.

Known 109 inch Pick ups

Another 9 109 pick-ups appeared through 2024 bringing the total to 66 trucks, with the new vehicles being in 1956 and 57. No new 1958's came to light.

Known 107 inch Station Wagons

And finally, the true Meccano set Rover, the highly desirable 107 Station Wagon. Another nine have appeared, bringing the total to 47%, though one must note that this percentage includes a lot of subsequent imports that are not within the FAQ. For NADA imports, 65% of them remain "unknown"⁶

We do note that this number, despite being so high, if actually lower than it could be⁶ Well, we are not counting the dozen plus we know exist which would drop this percentage further.

due to a couple of collectors out there preferring to remain completely anonymous. However, as in any hobby, can one remain truly anonymous? It would be nice to know more as the list is confidential and held by only two individuals. But, that is a philosophical discussion between them and us.

And this concludes this update of the known Series Ones in the North American Dollar Area.

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:
Do note, all of the data held within the Land-Rover FAQ at <http://www.LRFAQ.org> is copied from the Despatch Records held by the Archives at the British Motor Museum⁷.

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

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:	
<ul style="list-style-type: none">Import Statistics (light yellow column) correspond to the totals from the LRFAQ on how many of each type of vehicle was imported.Known vehicles (light green columns) correspond to reported vehicles divided into three categories: Where we have the	
Chassis Number (VIN); NADA (where it is a true North American truck), and unknown chassis number.	
<ul style="list-style-type: none">Statistics (light blue columns are the known rates as a percentage against the known import statistics.	
If you have questions, write the author, or consult the article published in May 2024 issue where the legend is more complete. Note: This table does not include known NADA vehicles which have been exported from North America to the UK or elsewhere	

Period	Canada	Known to Date				Reported %			
		VIN	NADA	No-Vin	total	VIN	NADA	No-VIN	Total
1948	5	3	1	1	4	60.0%	20.0%	20.0%	80.0%
1949	1	9	2	2	11	900.0%	200.0%	200.0%	1100.0%
1950	75	36	19	18	54	40.4%	21.3%	20.2%	60.7%
1951	321	110	89	56	166	16.3%	13.2%	8.3%	24.7%
1952	221	34	22	18	52	14.3%	9.3%	7.6%	21.9%
1953	174	45	33	22	67	13.1%	9.6%	6.4%	19.5%
Totals	797	237	166	117	354	17.6%	12.3%	8.7%	26.3%
1948-50				3	3				
1948-53				21	21				
1951-53				7	7				
1952-53				16	16				
Total 80 inch	797	237	166	164	401	17.6%	12.3%	12.2%	29.7%
1954 86"	46	13	10	5	18	24.1%	18.5%	9.3%	33.3%
1955 86"	241	47	32	31	78	15.7%	10.7%	10.4%	26.1%
1956 86"	368	57	45	24	81	13.1%	10.3%	5.5%	18.6%
1954-56 86"	-			33	33				
Total 86"		117	87	93	210	14.8%	11.0%	11.8%	26.6%
1954 107"	111	11	8	2	13	9.9%	7.2%	1.8%	11.7%
1955 107"	140	10	4	9	19	6.8%	2.7%	6.2%	13.0%
1956 107"	153	15	13	2	17	8.6%	7.4%	1.1%	9.7%
1954-56 107"				22	22				
Total 107"		36	25	35	71	8.3%	5.8%	8.1%	16.4%
1956 107SW	82	19	17	2	21	22.4%	20.0%	2.4%	24.7%
1957 107SW	46	24	15	2	26	42.1%	26.3%	3.5%	45.6%
1958 107SW	16	13	4	2	15	52.0%	16.0%	8.0%	60.0%
107SW				17	17				
Total 107SW		56	36	23	79	33.5%	21.6%	13.8%	47.3%
1956 88"	28	5	4	1	6	14.3%	11.4%	2.9%	17.1%
1957 88"	236	60	32	26	86	18.8%	10.0%	8.1%	26.9%
1958 88"	77	26	14	11	37	24.3%	13.1%	10.3%	34.6%
1956-58 88"				20	20				
TOTAL 88"		91	50	58	149	19.7%	10.8%	12.6%	32.3%
1956 109"	69	13	9	1	14	18.8%	13.0%	1.4%	20.3%
1957 109"	65	21	15	10	31	21.4%	15.3%	10.2%	31.6%
1958 109"	23	3	2	8	11	10.7%	7.1%	28.6%	39.3%
1956-58 109"				10	10				
Total 109"		37	26	29	66	19.0%	13.3%	14.9%	33.8%
SWB				30	30			2.4%	
LWB				8	8			1.0%	
Unknown WB				17	17			0.8%	
TOTAL	2498	574	390	457	1031	16.9%	11.5%	13.5%	30.39%



ABOVE AND BYOND

Resilience Trophy

John

Look at these SERIES trucks!
They still try to travel in space
and time with their primitive
condition! How did people buy
18.000 units?



I don't know, but their trip ends
right now. The further way be-
long to us new Freelander with
our modern design and technique!



Look at these new Freelander! They are
much faster and comfortable than we
SERIES! The people bought 29.000
units of them! We are dead!



Dead? Let's see after
another 100,000 miles
and some deacades
of time later....



100,00.00 miles further and some decades of years later....

Hey! Today we SERIES are still with
680 units on the market! And what's
about you Freelander?



2 units.....

