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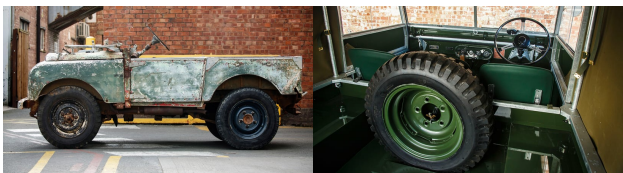
[Series 1s go full circle with Land Rover's 'Reborn' initiative](#)

Lead

As part of its burgeoning heritage activities, Land Rover Classic has launched a 'Reborn' initiative – launched at Techno Classica this week – which will see 25 Land Rover Series 1s fully restored to the original 1948 factory specification...

Land Rover Classic has used its expertise and global network to select 25 Series 1 chassis for restoration in-house at its new workshop located within the old Defender production centre. Once the customer has selected their preferred base vehicle and chosen its colour from five period finishes – Light Green, Bronze Green, RAF Blue, Dove Grey and Poppy Red – they will then be able to follow the entire restoration, which will be completed using authentic Land Rover Classic parts to preserve authenticity (and future market value).

The legend lives on



The new tooling created in the process means the company will be able to restore customer-provided vehicles should there be a business case to do so in the future; the 'Reborn' initiative could eventually be extended to other heritage vehicles such as Range Rover Classics, although nothing has yet been confirmed. "The launch of the Reborn initiative represents a fantastic opportunity for customers to own a valuable and collectable automotive icon," says Tim Hannig, Director of Jaguar Land Rover Classic. "It also demonstrates the business' commitment to supporting customers with original and genuine parts for Land Rover models that have been out for production for longer than 10 years." And yes, that includes the Freelander.



The Reborn Series 1s cost between £60,000 – £80,000, depending on the specification of the chosen donor vehicle.

Gallery

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