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Land Rover DC100 concept hints at all-new Defender for 2015



Land Rover has released pictures of the DC100 concept - which “investigates the potential future direction of the iconic Defender” - prior to its debut at the 2011 Frankfurt Motor Show.

The original Defender began production in 1948 and has remained largely unchanged since, presenting Land Rover with the massive challenge of redesigning such an iconic car. Gerry McGovern, Design Director at Land Rover, said: “Replacing the Defender is one of the biggest challenges in the automotive design world; it is a car that inspires people worldwide.”

Although McGovern concedes that the DC100 is not production-ready, the company today confirmed that an all-new Defender is intended for release in 2015, and its Design Director sees the concept as “the beginning of a four-year journey”.

Details for the concept are yet to be revealed, but Land Rover plans to use the concept to gauge the public’s reaction at the IAA Frankfurt, and “engage with existing and potential customers to help us finalise the details of the new vehicle,” according to John Edwards, Global Brand Director.

“Loved the world over for its simple, honest and distinctive design, we are determined that the new Defender will be true to its heritage, while meeting the requirements of a changing global market,” he added. The top priorities for the 2015 Defender are capability and versatility, in keeping with the character of the current model.



More details of the DC100 will be revealed at the IAA in Frankfurt, where it will join a host of other [important cars to be revealed at the show](#).

Text: [Joe Breeze](#)

Photos: Land Rover

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