

MODELS AFFECTED
1953 LAND-ROVER

UNIT AFFECTED
NUMBERING

1953 LAND-ROVER AND UNIT NUMBERS

INFORMATION IN THIS BULLETIN SHOULD BE MADE AVAILABLE TO EVERYONE CONCERNED, SO THAT OUR SERVICE ORGANISATION MAY WORK TO THE GREATEST DEGREE OF EFFICIENCY.

The system of serial numbering 1953 Land-Rovers and units is similar to that used in 1952; it is fully explained in the tables on Sheet 2 of this bulletin.

It is most essential that the full vehicle serial number be quoted in all correspondence and on spare parts orders for all models, as it is the only indication to our Service Department that the vehicle is to the right or left-hand specification, as the case may be.

THE VEHICLE NUMBER should be quoted in all correspondence. It will be found stamped on a PLATE ON THE DASH PANEL, TO THE RIGHT OF THE INSTRUMENT PANEL.

THE CHASSIS NUMBER is stamped on the top of the left-hand front engine bearer bracket. It is the same as the vehicle number.

THE ENGINE NUMBER is stamped at the top front of the cylinder block on the left-hand side, adjacent to the water pump.

THE GEARBOX NUMBER is stamped on the right-hand side of the gearbox casing.

THE REAR AXLE NUMBER is stamped on top of the axle casing on the left-hand side.

THE FRONT AXLE NUMBER is stamped on top of the axle casing on the left-hand side.

The purpose of the engine, gearbox and axle serial numbers is to enable our Service Department to determine at what point mid-season alterations have taken place, if any. They should not be quoted unless specially asked for, as we can identify them from Vehicle Records, providing the FULL VEHICLE NUMBER IS GIVEN.

EXTRA EQUIPMENT

Extra units supplied either with the vehicle or at a later date, such as rear power take-off, capstan winch, etc., will each be numbered in the series 860001 onwards as in previous seasons.

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EXPLANATION OF VEHICLE NUMBERING SYSTEM

EXAMPLE.

LAND-ROVER No.	3	6	1	6	1	0	2	5
	Season of manufacture (1953)	Land-Rover	Model (Basic vehicle)	R.H.D. Export	Serial No.			

It will be seen from the example that in the full vehicle number, the digits have the following meanings :

The first figure is constant (3) and indicates the season (1953).

The second figure is constant (6) and denotes "Land-Rover."

The third figure denotes the type of vehicle :—

Third figure (1) indicates basic vehicle

Third figure (6) indicates a C.K.D. vehicle.

The fourth figure denotes either a home vehicle or a right-hand or left-hand drive export model :—

Fourth figure (0) indicates a home model

Fourth figure (3) indicates a L.H.D. export model

Fourth figure (6) indicates a R.H.D. export model.

Model	Vehicle No.	Engine No.	Gearbox No.	Rear Axle No.	Front Axle No.
Basic Vehicle Home	3610001 onwards	3610001 onwards	3610001 onwards	3610001 onwards	3610001 onwards
Basic Vehicle L.H.D. Export	3613001 onwards	3613001 onwards	3613001 onwards		3613001 onwards
Basic Vehicle R.H.D. Export	3616001 onwards	3610001 onwards	3610001 onwards		3610001 onwards
C.K.D. L.H.D. Export	3663001 onwards	3613001 onwards	3613001 onwards		3613001 onwards
C.K.D. R.H.D. Export	3666001 onwards	3610001 onwards	3610001 onwards		3610001 onwards
Welding outfit Home	3630001 onwards	3610001 onwards	3610001 onwards		3610001 onwards
Welding outfit L.H.D. Export	3633001 onwards	3613001 onwards	3613001 onwards		3613001 onwards
Welding outfit R.H.D. Export	3636001 onwards	3610001 onwards	3610001 onwards		3610001 onwards