

Exhibit K

Jaguar Land Rover Ltd.
Exhibit 2015
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Nothing in its way: The Land Rover LR3 can go anywhere you want thanks to the new Terrain Response system

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Body

At the North American launch of the all-new Land Rover LR3, you quickly got a sense from the marketing folks that this was a big deal.

The LR3 is the first Land Rover developed under the stewardship of the Ford Motor Company, which bought the British marque from BMW in 2000. The LR3 is one of only nine models introduced since 1948, and the first to be launched in an urban setting.

Effectively replacing the aging Discovery model (the LR3 label is only being used in Canada and the U.S.), the LR3 is entering a very crowded sport-utility vehicle arena, with traditional SUV buyers moving toward more car-like vehicles faster than the price of gas can rise at the pumps.

To be successful, the new LR3 needs to be outstanding.

"And we think it is," confided the executive vice-president of Land Rover North America, Richard Beattie. He described the LR3 as "a true Land Rover, benefiting from its clean design, versatility and outstanding driving experience."

Externally, you might mistake the LR3 for the granddaddy Range Rover. Believe me, the likeness is intentional.

LR3 design director Geoff Upex emphasized that the LR3 was designed from the inside, prioritizing passenger comfort and ergonomics with a fold-flat interior and optional seating for up to seven adults.

The interior roominess betters such midsize premium SUV competitors as Lexus's GX 470. Much of this packaging success can be attributed to what Land Rover calls its integrated body-frame body structure, unique to Land Rover and quelling any rumours that the LR3 is based on a Ford Explorer.

Combining the benefits of a stiff monocoque with the strength and off-road toughness of a traditional separate chassis frame, the LR3's structure allows Land Rover to aspire to sedan-like on-road attributes, while continuing its expected high standards of off-road performance.

To substantiate Beattie's claims, Land Rover had journalists battle morning traffic in Montreal as a way to get to the extremely off-road Land Rover Experience Driving School, just north of Montebello.

On pavement, the LR3 was very responsive, due largely to the most powerful Land Rover engine ever. All LR3s come with a new 4.4 litre derivative of Jaguar's 4.2 litre V 8 engine that yields 300 horsepower and 315 pound feet

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The engine is mated to a six-speed, automatic transmission with CommandShift (what Land Rover titles its manumatic function) and a two-speed transfer case with an electronically lockable centre differential. As with all Land Rover vehicles, the LR3 has permanent four-wheel-drive, with power normally split 50/50 between axles.

I certainly felt all 2,629 kilograms of the LR3's weight on some of the twisty rural Quebec back roads. The LR3 doesn't have the same sort of dexterity as some of the new car-based SUVs, such as Cadillac's SRX or Infiniti's FX45, but those vehicles would be shaking in their radials if presented with what Land Rover had planned for us later in the day.

In an afternoon spent tilting the LR3 sideways at angles exceeding 30 degrees, plowing through bogs and slithering down mudslides, the LR3 - unlike its driver - never complained or felt challenged.

Partnering with veteran Land Rover Experience trainer Don Floyd (better known to me now as "God"), and with the new LR3's technological "helpers," my confidence grew quickly as our caravan of LR3s progressed through the challenging course.

Land Rover fans are already familiar with Hill Descent Control (HDC), which lets you crawl your way down the steepest grade without having to use your brakes or ruin a good pair of shorts. The new, really gee-whiz party trick on the LR3 is what Land Rover calls Terrain Response.

With a dial on the console, the driver can select from five modes ranging from "Mud and Ruts" to "Sand and Dunes." Terrain Response then optimizes the various electro-mechanical bits built into the LR3. Based on how most SUV drivers use their vehicles, I looked for the "Malls and Schools" setting, to no avail.

Before attempting to get my LR3 up a near vertical wall with boulders the size of grizzly bears, God, er, Floyd, had me engage the "Rock Crawl" setting. This adjusted the traction control, electronic throttle, HDC, ride height, antilock braking and centre and rear differentials for maximum performance. It also had me looking like Sir Edmund Hillary, minus the frostbite.

Bruce Rosen, vice-president of marketing for Land Rover Canada, mentioned that the company rolled over almost 6.5 million kilometres testing the new LR3, more than any other previous model. After trials in northern Ontario, Land Rover wisely made the cold climate package (heated front windshield and wipers) standard on Canadian LR3s.

When the LR3 goes on sale this fall, Land Rover will be asking \$61,900 for the SE and \$67,900 for the HSE, which adds a touchscreen, voice-activated navigation system, upgraded audio, bigger wheels and tires, Bi-xenon headlights and memory seats.

That's a noticeable step up from current Discovery pricing, but for the best Land Rover ever, consider it a big deal.

2005 Land Rover LR3

Price: \$61,900 to \$67,900

Arriving: This fall

Engine: 4.4-litre, V-8

Power: 300 horsepower

315 pound-feet of torque

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Terrain Response electronic mechanical controls.

Optional seating for seven.

Ottawa Citizen

Graphic

Color Photo: COURTESY OF FORD; The Land Rover LR3, the company's new entry into the SUV segment, has off-road ruggedness and on-road drivability.

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