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**TERRAIN RESPONSE WINS HENRY FORD AWARD**

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Land Rover has won a Henry Ford Technology Award for its patented Terrain Response system.

Land Rover has won a Henry Ford Technology Award for its patented Terrain Response system. The award is a huge tribute to so many of you who have been involved in this project from its concept through development to engineering and manufacture and is all the more important as this is the first time Land Rover has received a Henry Ford prize since joining Ford in 2000.



First introduced on the Discovery 3 and now fitted as standard on the Range Rover Sport, it optimises driveability and comfort whilst maximising traction. It is simple to operate via a rotary switch on the centre console with five terrain settings.

Jaguar Land Rover Ltd.
Exhibit 2016
Bentley v. Jaguar
IPR2019-01502



Adrie Breugelmans from Chassis Electronics and Mik Barnard from Advanced Engineering proudly accepted Henry Ford Technology Award on behalf of the Land Rover team involved in the Terrain Response project from Steve Ross, previously Land Rover Product Development Director, at the recent Annual Recognition event held in Dearborn.

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