



LROC NEWS

published monthly by the Land Rover Owners Club of Southern Africa

JLR AND THE BRANDS BEHIND OUR BELOVED LAND ROVER BRAND.

The world is rapidly evolving, and recent news of Jaguar Land Rover's rebranding efforts has caught our attention. The company will rebrand itself as "JLR" and create a new "house of brands" structure that includes Range Rover, Discovery, Defender, and Jaguar. These changes may potentially affect the Land Rover Owners Club of Southern Africa's brand, but rest assured, we are taking steps to navigate these shifts successfully.

Page 2

IGNITION... LIFT OFF!

The Land Rover Owners Club of Southern Africa (LROC) has been a thriving community of Land Rover enthusiasts for many years. However, declining membership numbers have become a concerning trend that needs to be addressed. The Club's Exec Committee has shifted their focus to reigniting the passion of existing members instead of solely concentrating on new member acquisition. They will deliver on the Club's value proposition and promote a fun and engaging environment for both committee members and general members, hoping to reduce the rate of membership churn and increase member engagement.

continued on Page 2...

Page 2



Image by macrovector / Freepik

Moving Forward Together:

Restoring Trust and Building Community with LROC's Chapters

by Clint Mason

The Land Rover Owners Club of Southern Africa has been delivering value to Land Rover owners for over six decades. Our vision and value proposition, formulated in the last century, have provided our Club with tremendous vigour, structure and direction, which has seen us successfully achieve 63 years of proud service to the Land Rover community.

Key to the delivery of value over such an extended geographical region is the

development of structures that permit geographical representation and engagement. For LROC, the structure that was adopted was the formation of Chapters, which provides the foundation through which regional connection with enthusiastic Land Rover owners is achieved and the Club's value proposition delivered.

Over time, these relationships can undergo a form of elasticity, sometimes in favour of the relationships, sometimes not. This is especially true in the face

of catastrophic events such as COVID. However, with sufficient insights, effort and commitment, even strained relationships can be mended.

To this end, the 2023 Committee made a decisive effort to restore good, functional, and beneficial relationships with our Chapter partners. Our primary goal is to restore the delivery of our core Club Value Propositions for our members.

Key to this effort was the reconciliation and payment of fees that become

due to the Chapters for the management and maintenance of Club members within their geographical regions. This necessitated a significant effort by members of the team to analyse data backdating to 2020, which was the last time the Chapter refunds were processed.

Leading the charge from the National team were Coenie Du Toit and Madeleine Zwaneveld, who worked closely with Paul Foster and Athol Cocks, the chairpersons for the PE and Border Chapters,



JLR

and the brands behind our beloved Land Rover brand.

by Clint Mason

The world is changing at an unprecedented pace, with advancements that were once unimaginable now coming and going within a matter of years. It's a fast-paced culture, and we're all trying to keep up.

Our attention has been brought by Michael De Bruyn to the recent news regarding Jaguar Land Rover's rebranding efforts. As reported by reputable sources such as Autoblog and Autocar, the company is set to rebrand itself as "JLR" and focus on name equity and a new "house of brands" structure that will include Range Rover, Discovery, Defender, and Jaguar.

These changes may potentially impact the Land Rover Owners Club of Southern Africa's brand,

which is why we want to assure you that we have already formed a task team to help the Club navigate these changes successfully.

At this time, reports are conflicting as the industry attempts to make sense of the automakers branding strategy. That said, our primary goal is to ensure that our community continues to thrive amidst these shifts.

We recognize that these changes may raise questions and concerns, and we want to assure you that we are committed to providing you with the information and support you need.

We will continue to keep you updated as we learn more. Should you wish to assist, please provide motivation for consideration in writing to chairperson@lroc.org.za.

respectively. With the matter of refunds now behind us, the Executive Committee will be working hard with our Chapter structures to regain traction across the geographical area as mandated by our Constitution.

At LROC, we recognise that the perception of what is valuable is different for each of us. As such, it is critical that we navigate this journey to ensure that, in its broadest sense, members, be they Ordinary, Chapter, Country, Overseas, or Associate, are excited to be members of our esteemed Club.

The engagement of the passion and enthusiasm embodied in the Chapters

can only mean great things for the Club as a whole and the entirety of our Membership base. The Executive Committee is confident that, with the processes underway and in instances completed, we will see greater alignment and participation between the Club's structures translating into amazing experiences for all Club members.

As we move forward in 2023, we hope to build on the relationships we have developed with our Chapter partners and ensure that the Club continues to deliver value to all our members across Southern Africa.

We encourage all members to engage with their

respective Chapters, to participate actively in Club activities and events, and to continue to build the sense of community and camaraderie that has defined the Land Rover Owners Club of Southern Africa for over six decades.

In closing, we want to thank our members for their unwavering support over the years, and we look forward to the exciting times ahead as we continue to grow and strengthen our Club's community.

Ignition... lift off!

The Land Rover Owners Club of Southern Africa (LROC) has been a thriving community of Land Rover enthusiasts for many years. However, in his Chairperson's report at the 2023 AGM, Jakob Jordaan highlighted a concerning trend of declining membership numbers. This has prompted the LROC's Executive Committee to take action and address the issue head-on.

The decline in membership can be attributed, in part, to a perceived lack of value in the Club by some members, which has resulted in decreased member engagement. There could be many factors affecting the perception of value, such as a lack of variety or repeated use of venues. It could also be a misalignment between the proposed value proposition and the one delivered by the Club. Regardless, it is essential to reignite our members' passion for Land Rover and the Club.

The Executive Committee has therefore decided to shift their focus to reigniting the passion of existing members instead of significantly

concentrating effort on new member acquisition, a trending strategy of the past. By delivering on the Club's value proposition and promoting a fun and engaging environment for both committee members and general members, they hope to reduce the rate of membership churn and increase member engagement.

The Club's value proposition will be at the forefront of our efforts. This includes providing members with excellent events, valuable resources, and a strong community of like-minded individuals who share a passion for Land Rovers. Additionally, the Executive Committee will engage with existing members to better understand their expectations and deliver on them accordingly.

The second focus area will be the reignition of fun within the Club. Driving and exploring in Land Rovers is a core reason why members join the LROC, and it is important that this remains a key aspect of the Club experience. The Executive Committee will be working to ensure that events are exciting and accessible for all members. They will also

encourage members to take an active role in the Club by providing opportunities for them to share their knowledge and experiences with the wider community.

To measure member engagement, new metrics will be created, allowing the Executive Committee to track progress and make informed decisions about how best to serve members. They will also adjust the principles governing membership statistics to ensure accurate and realistic measurement of the Club's membership.

The Executive Committee acknowledges the seriousness of the situation and is committed to taking action to address the challenges facing the LROC. We urge members to take an active role in the Club and work together to build a stronger, more engaged community of Land Rover enthusiasts. By doing so, we can ensure the continued success of the LROC for years to come.

DIGITAL

Digital Resources at Hand

At the bottom section of the club's home web page you will find the following links to register and chat about the topics listed:

- Classifieds**
Items for sale, wanted and member's businesses
- News**
Land Rover news shared by our members
- Chat**
General chat around all things Land Rover
- Techtorque**
Technical discussions, information and request for assistance

@LROCSA

What's on the horizon

Because owning a land rover means that there is always adventure just in front of us!

LROC Event

Driver Training Module 4 - Overlanding



From:
Sat, 06 May 09:00
To:
Sun, 07 May 15:00 2023
Hosted By:
Paul Diessel
Book By:
Mon, 01 May 2023
Pay By:
Mon, 01 May 2023
Venue:
De Wildt 4X4,
Hartebeespoort, North
West
Website:
[https://www.lroc.org.za/
events/driver-training-
module-4-overlanding/](https://www.lroc.org.za/events/driver-training-module-4-overlanding/)

Costs:
Training Fee - R80 per
person once off.
Camping per person - R110
per person per night.
Campsite per night (max 5
people) - R90 per campsite
per night.

As Landy owners, we all
have dreams of taking our
vehicles to remote areas of
wilderness, taking the road
less travelled. Namibia,
Botswana, the Okavango or
further north. The beautiful
wildlife, clear skies, majestic
views and of course the
Kalahari TV (Campfire),
who wouldn't want to get
away from the rat race of
our lives and take a well-
deserved trip.

Maybe the only reason we
haven't got out there, is
because we are scared of the
technicalities, well worry no
more. Join us for the next
module in our training as
we demystify overlanding,
providing you will the skills
and knowledge to plan your
own trip, or even meet like-
minded enthusiasts and
plan a trip together.

In the module, we will cover
topics like:

DATE	EVENT	VENUE	HOST	STATUS
May 2023				
6-7	Driver Training - Module 4 Overlanding	De Wildt 4X4	Paul Diessel	Booking open
13	Landys & Lattes	TBA		Finalizing Venue
20	Trial	Cancelled		
June 2023				
10	Landys & Lattes	TBA	Simon Meanwell	Planning
16-24	LROC Affinity - Wild Limpopo	Limpopo Overlanding Exp	Johan Krieg	Booking open
25	Sunday Lunch - Drive Out	TBA	Michael Gundelfinger	Planning
July 2023				
8	Landys and Lattes - July 2023	TBA	Clint Mason	Planning
August 2023				
4-6	Dinokeng Series Weekend	Dinokeng Game Reserve	Attie Smit	Booking open
9	Woman's Day (Baby Yam Yam)	TBA	Clint Mason	Planning
12	Landys and Lattes - August 2023	TBA	Simon Meanwell	Planning
26	Driver Training - Module 1 Fundamentals	TBA	Paul Diessel	Planning
27	Mountain / Trail Drive	TBA	Paul Diessel	Planning
September 2023				
2	Sunset with Simon	TBA	Simon Meanwell	Planning

- Border Crossings
- Bush Camping
- Off-Road Radios
- Trip Planning
- GPS's and Navigation
- Packing your vehicle
- Auxiliary Power Systems
- Pre-Trip Inspection
- Checklists

Connect and share ideas
and experiences to make
your next trip, one you will
never forget.

We will be camping over at
De Wildt, but unfortunately
will not have time to do
any of the offroad tracks.
If you are an experienced
overlander, bring along
your setup and share with
the group.

LROC Affinity Event

Wild Limpopo River Safari



From:
Fri, 16 Jun 2023

To:
Mon, 24 Jun 2023
Book By:
TBA
Pay By:
TBA
Website:
[https://www.lroc.org.za/
events/affinity-event-wild-
limpopo-river-safari/](https://www.lroc.org.za/events/affinity-event-wild-limpopo-river-safari/)
Costs:
Trip Fee - R6500 per
person once off.

Limpopo is known as the
"WILD" province - come
and see for yourself...
We will camp wild on the
banks of the Great Letaba,
Luvuvhu and Limpopo
rivers!

Day One
Friday 16 June

Depart from the Total
Petroport on the N1 just
north of Pretoria, and travel
via Mokopane across the
Strydpoort mountains to
the Lekgalameetse Game
Reserve.

- Camping with ablutions.

Day Two
Saturday 17 June

Now onto dirt roads before
we enter the Mthimkhulu
section of the Letaba sector
of the Great Limpopo
Transfrontier Park.

- Wilderness camping on
the banks of the Great
Letaba river (no ablutions).

Day Three
Sunday 18 June

Game drives and activities
in the Mthimkhulu which is
open with Kruger National
Park.

- Wilderness camping on
the banks of the Great
Letaba river (no ablutions).

Day Four
Monday 19 June

Depart from Mthimkhulu,
and use backroads through
rural Limpopo to the
Makuya sector of the GLTP.

Our wilderness campsite is
nestled on the banks of the
Luvuvhu river - Kruger on
the other side...

- Wilderness camping on
the banks of the Luvuvhu
river (no ablutions).

Day Five
Tuesday 20 June

This is one of Limpopo's
secrets - and the birdlife is
prolific!

- Wilderness camping on
the banks of the Luvuvhu
river (no ablutions).

Day Six
Wednesday 21 June

Depart from Makuya, and
follow the Limpopo river
to Musina, from where we
will use the tar road to the
Mapungubwe National
Park.

Mapungubwe NP forms part
of the Greater Mapungubwe
Transfrontier Conservation
Area (SA, Botswana and
Zimbabwe). Our treat
tonight - wild camping in
the Park on the banks of the
Limpopo river.

- Wilderness camping on
the banks of the Limpopo
river (no ablutions).

Day Seven
Thursday 22 June

continued on Page 5...

Welcome to our Newest Members...

As the Chairperson of our Club, it gives me great pleasure to extend a warm welcome to our newest members. We are thrilled to have you join our community of passionate Land Rover enthusiasts who share a common love for adventure, exploration, and camaraderie.

I was recently reminded of the profound impact that our Club can have on our lives by Paul Foster, the Chairperson of the LROC PE Chapter, who stated, "I am never leaving the Club, you never know who is joining next and you never know... they might very well be your next best friend." These words truly resonated with me as they highlight the power of connection and friendship that lies at the heart of our Club.

Although our Club has been in existence for over 63 years and has matured as an organization, we recognize that we are never too old

to make new friends and embrace new experiences. We are excited to have you as part of our community, and we look forward to creating new memories and sharing many adventures together.

I invite you to take advantage of the numerous events and activities that we offer and to fully immerse yourselves in the Land Rover Owners Club of Southern Africa. It is through your participation and enthusiasm that we will continue to thrive and grow as a community.

Once again, welcome to our Club. I hope you enjoy being a part of it as much as I do, and I look forward to seeing you soon and sharing the joy of Land Rover ownership with you.

Clint Mason
Chairperson

Sewes & Karen Nortje from Morningside driving a 1996 Discovery 1 V8 ES Manual.

Eckhard Muller from Kempton Park driving a 2013 Defender 90

Henry Muller from Vereeniging driving a 2016 Defender 110 and a 2022 Defender 110

Xander Theron from Walmer driving a 2004 Discovery Td5 and a 2010 Defender 110 puma

Dave & Nicola Cochrane from Pretoria driving a 1953 Series 1 80, a 1955 Series 1 107, a 1963 Series 2A, a 2010 Defender 90 and a 2018 Discovery

Emmanuel & Soledad Thouet from Morningside driving a 2014 Defender

LROC Digital

LROC Digital channels & resources



lroc.org.za



facebook.com/LROCSA/



twitter.com/lrocsa

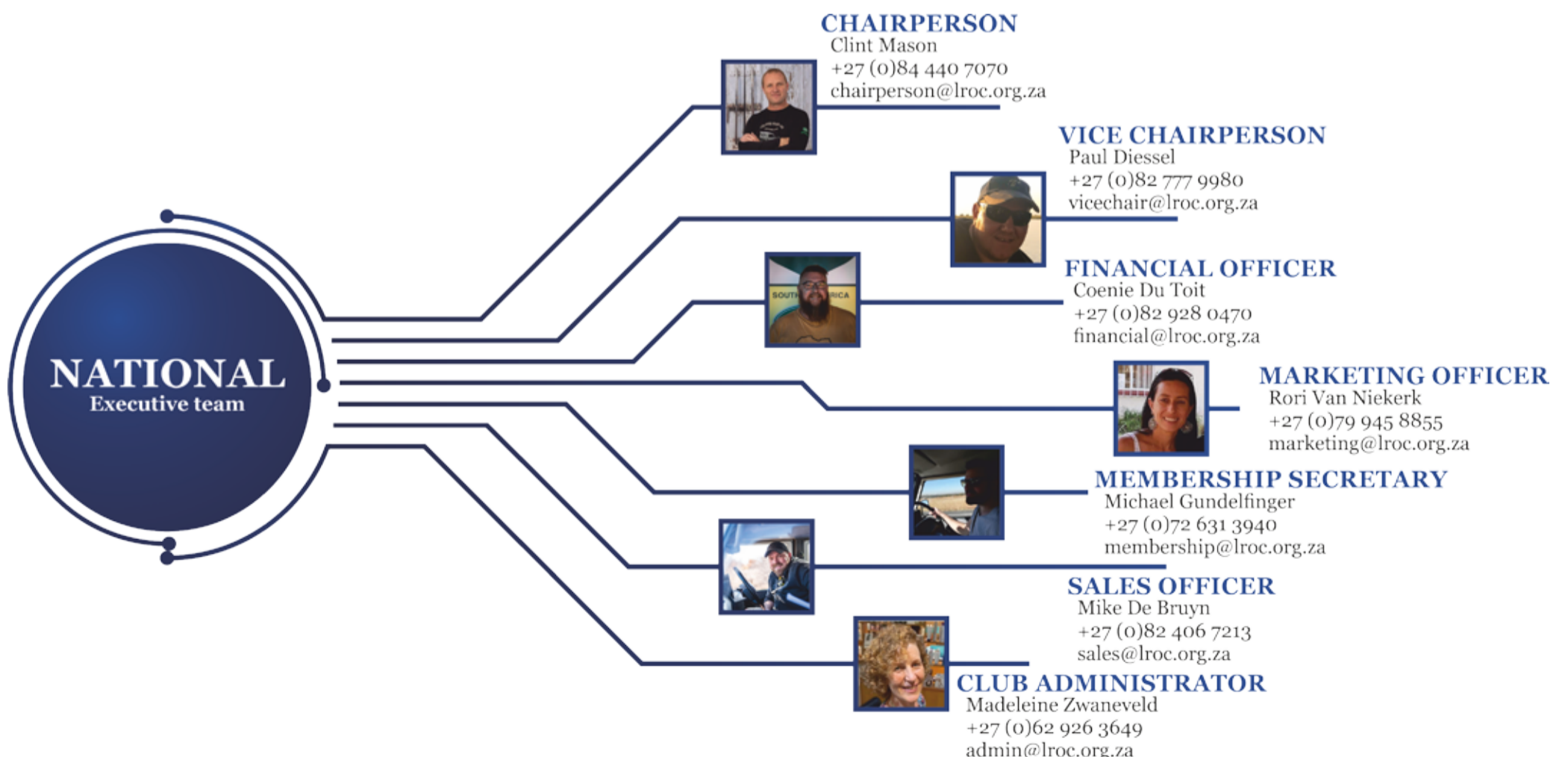


instagram.com/lrocsa/



+27 (0)62 926 3649

LROC National team



Game drive through the tourist sections of the Park, before arriving at the the Park's official Mazhou campsite.

- Camping with ablutions.

Day Eight

Friday 23 June

All day game drives and activities in the Mapungubwe National Park.

- Camping with ablutions.

Day Nine

Saturday 24 June

Depart and drive via Alldays and Polokwane back to Gauteng

Cost: (Based on 12 x participants)
R 6500 per person

Included

- Camping fees
- All entrance fees except KNP entrance fees
- Professional guide
- Guide vehicle
- Two way radios
- Adventure

Excluded

- KNP entrance fees
- Vehicle
- Camping gear
- Catering
- Fire wood

LROC Event

LROC Series Weekend - Willems Rust



From:

Fri, 04 Aug 10:00

To:

Sun, 06 Aug 14:00 2023

Hosted By:

Attie Smit

Book By:

Fri, 28 Jul 2023

Pay By:

Fri, 04 Aug 2023

Venue:

Willem's Rus, Pretoria, Gauteng

Website:

<https://www.lroc.org.za/events/lroc-series-weekend-willems-rust/>

Costs:

Self-drive fee - R380 per vehicle per weekend,

or

Self-drive fee - R250 per vehicle per day.

Conservation fee - R80 per person once off.

Camping adults above 60 years of age - R205 per person per night,

or

Camping adults age 13-60 - R235 per person per night, or

Camping children age 7-12

Important:

This event isn't limited to Series vehicles only.

Dinokeng is a game reserve featuring the big and small five and is only 50 km to the North of Pretoria. We will be camping at one of the best sites in Dinokeng, Willem's Rus. Enjoy the real bush in your Series vehicle and drive some of the self-drive routes. We will not drive in a convoy, giving everyone the chance to see the game. Some of the places you may

want to visit:

1) Safari Mall(S25.346823; E028.370993): Super market, bottle store and fuel, etc.;

2) Arlington Brewery & Ciders(S25.383804; E028.431346) (the food is excellent); and

3) Veldjie Rondom (S25.403180; E028.427957)(best coffee and breakfast) with braai and ablutions.

Willem's Rus offers outstanding facilities, from excellent ablutions, large camping sites with power points, water and a braai apparatus. Swimming pool, ice, wood, ice cream and cool drinks available. Pay the self-drive fees on arrival at the Tau Gate and enjoy the bush at your own leisure.

Camping, park and vehicle fees:

Willems Rust:

a) Children age 0-6: R0.00 pppn;

b) Children age 7-12:

R110.00 pppn;

c) Adults age 13-60:

R235.00 pppn; and

d) Adults above 60 years of age: R205.00 pppn.

Maximum of 6 persons per site.

10 Campsites have been reserved for the LROC and you must book your own site with Willem's Rus as well as the payment of the camp fees. Please have your membership number at hand on booking.

Contact number for bookings: 081 702 2989

Please note that you still need to book with our Administrator for the weekend.

Dinokeng Game Reserve: (Payable at Main gates (Tau; Ndlovu; Pride of Africa and Ts'ukulu) as well as at the Safari Mall)

a) Conservation fee: R80.00 per person.

b) Self-drive fee R250.00 per vehicle per day or R380.00 for 2 days.

Event Reports

Because owning a Land Rover means we are always doing something worth writing about!

Drive and Lunch Harvard Cafe Rand Airport

5 March 2023
Rand Airport, Gauteng
By Michael Gundelfinger

I recently had the pleasure of hosting the Drive and Lunch event from Parkwood to Harvard Cafe at Rand Airport. It was amazing to see so many of our members gathered to enjoy the drive.

from their homes to the restaurant, and headed to the restaurant for a lovely meal. The atmosphere was buzzing with stories about our Land Rovers and the adventures we had been on. It was the perfect way to end a great drive.

Eight Land Rovers gathered at the Woolies parking lot in Parkwood, and shortly after formed a convoy through the streets of Parkhurst (Johannesburg) towards the M1 freeway. It was a fantastic feeling to be part of such a noticeable train of Landys driving together.

I want to thank all the members who attended the event and helped make it such a success. It was a great experience.



Arriving at Rand Airport, we were joined by a few members who had taken a more direct route

Landys and Lattes

15 April 2023
Kramerville, Gauteng
By Clive Foord

The Land Rover Owners Club of Southern Africa hosted its second Landys and Lattes event at Father Coffee, which drew a great turnout of both new and old members. The event was filled with engaging stories and lively conversations among Landy enthusiasts.

It was a delight to see long-lost members such as Hamish rejoining some of our regular coffee addicts, including the Meanwell, Timberlake, and Diessel families. We also had the pleasure of connecting with Gareth Andrews and fiancée Chelsea Jessiman, who were members of the PE Chapter until their relocation to Johannesburg.

After discovering our



Adventure Planner at their local service center, they decided to join the festivities and meet some of our Gauteng members.

Our enthusiastic presence was felt throughout the venue, as we took up a prime location and quickly settled in. The delicious breakfasts arrived, and the coffee began flowing, setting the perfect backdrop for a fun and enjoyable morning.

This low-key gathering was a great opportunity for members to connect, share, and relish in the benefits of owning a Landy and belonging to a fantastic Club filled with amazing people. We look forward to seeing everyone at our next event!

Members Business Advertisements

Rangies New & Used Spares: Range Rover & Land Rover spares. Call Philip Glynn on Tel: 011-963-1397 Cell: 082-576-2879 or visit: www.rangies.co.za

Landyicon Motors are based in Boksburg, so for all your service and major/small repair requirements, spares for all makes of Land Rovers, and Club members obtain a 20% discount over the counter on all retail parts, and 5% discount on all parts obtained from the agents. Please contact Eric or Rene' on 011-918-7094, email eric@landyicon.co.za, or visit the website www.landyicon.co.za. They offer various 80" parts, mainly small items and some Series 2 Parts.

Rob Zwaneveld of The Beehouse is a passionate beekeeper who offers bee-friendly swarm removals at a fair cost, depending on the complexity of the removal, as well as hive maintenance. Our honey is unheated, untreated, undiluted, golden goodness, available from R100 per 500g bottle. Contact Rob on 083-653-5377.

Rob Leimer is back! He is selling series spares from the Kya Sands branch at 1 Staal Street. You can contact him on 071-993-7453 or by email at jleimer@mweb.co.za. Watch this space for specials.

Minuteman Press Edenvale is your go-to for all your business and personal printing needs. We offer canvas and large format poster prints, as well as full-color self-adhesive labels/stickers. Our business printing services include flyers, brochures, carbonised books, and business cards. For more information, please contact us at 011-453-4101.

Sometimes your destination cannot be reached in a Land Rover; on these occasions contact BOARDING PASS, the professional travel consultants. Our staff will research and arrange your flights/accommodation and obtain the best possible fares. For more information, contact Alan Farthing on 082-551-0079 or alan@boardingpass.co.za or desiree@boardingpass.co.za. Why rock and roll when you can glide?

For all your Two-Way-Radio and Communication Requirements, please contact ROSH Electronics cc. Contact Name: Romeo Nardini, Tel 011-476-4156, Fax 011 476-1787, Cell 082-552-4440, and email roshelec@global.co.za.

If you are passionate about Land Rovers and nature, you will want to do the Badshoek Experience. Visit www.badshoek.co.za to learn more. We have 7 Land Rovers from Series 1 to 110 for your enjoyment.

Russ Opland Professional Scuba Services operates out of Roodepoort and is an award-winning NAUI Scuba Instructor Trainer with 25 years of experience teaching in the USA and SA. Russ specializes in private lessons for teens, families, and busy professionals. Children between 8 to 10 years can receive Junior Skin Diver, those aged 10 to 14 can become Junior Scuba Divers, and those aged 15 and above can do classroom training online via e-learning at their own pace. Pool sessions can be conducted in your own pool (if suitable) at your convenience. One weekend of checkout dives at a dedicated dive facility within one hour of greater Johannesburg (one even has a 4x4 trail!) is also included. All levels of training up to Instructor, as well as light salvage work, are offered. Please find Russ on Facebook, or contact russopland@gmail.com or 076-400-2316 for discounted rates.



MAKE a STATEMENT

contact us →
062 926 3649

↓
get your member block ad today ...

Rev up your business with the floating LROC Newsletter Block Ad! With 60mm of high-impact visuals and 108.26mm of prime advertising real estate, your brand is sure to stand out to our community of passionate Land Rover enthusiasts. Don't settle for a simple classified ad - make a statement with the floating LROC Newsletter Block Ad and drive your business to new heights.

Contact Madeleine on 062-926-3649 or admin@lroc.org.za to find out more.