



Land Rover North America, Inc.
Land Rover Canada, Inc.

MARKETING BULLETIN

CIRCULATION:			
Dealer Principal	X	Sales Guide	
Centre Manager	X	Parts Professional	
Sales Manager	X	Warranty Admin	
Business Manager	X	Service Advisor	
Parts Manager		Technician	
Service Manager			

Bulletin: **MG10509**

Section: **General Information**

Date: **February 14, 2005**

Model: **LR3**

Applicable to: **USA & Canada**

Subject: **LR3 Factory Option – Personal Telephone Integration System (PTIS)**

The purpose of this bulletin is to announce the availability of Land Rover's Personal Telephone Integration System (PTIS). The LR3 system has a number of features which create added value over a standard car phone installation, particularly Bluetooth™ functionality and the ability to operate it with voice recognition commands.

This factory option will be available from April '05 production (Feb. 22, 2005 order call).

For cell phones enabled with Bluetooth™ technology, PTIS supports all the vehicle's hands-free controls once your phone is registered with the system.

An optional cradle (pictured) is available which allows the LR3 to operate as a base station for your phone, offering improved signal strength, charging, and reception.



Although the phone components are the same between LR3 and Range Rover, the system design is quite different. For instance, phone controls on the Range Rover can be accessed through the NAV screen, however, on the LR3, the audio screen is used. The reason for this is to accommodate LR3's without the NAV screen. Please note phone availability is the same as the 05MY Range Rover. Please refer to 05MY Range Rover bulletin MG10454 for an overview of PTIS operation and applicable phones.

USA

2005 MY OPTION	CODE	Retailer Invoice	MSRP
Personal Telephone Integration	PTI	US\$364	US\$400

Canada

2005 MY OPTION	CODE	Retailer Invoice	MSRP
Personal Telephone Integration	PTI	CAN\$579	CAN\$650

Please contact your Market Manager or Retail Operations Associate with any questions.

For Canada, please contact Bruce Rosen at (905) 792-1121 (x265) or brosen6@landrover.com