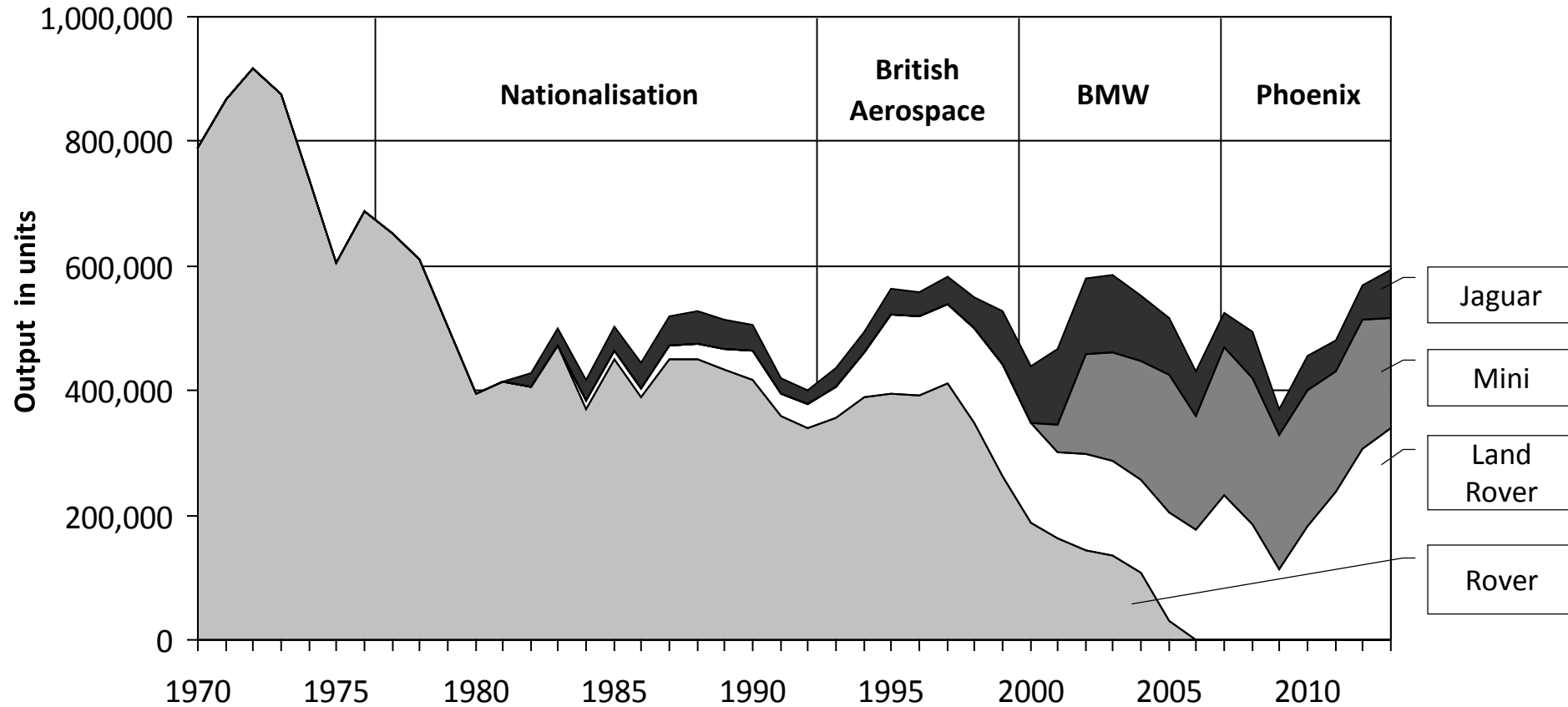


Figure 5.5: Production of Rovers, Land Rovers and Minis in the UK, 1970-2013



The long decline of Rover Cars, showing the near-impossible situation the Phoenix Consortium inherited in 2000. From making nearly a million cars a year in the early 1970s, production halved by 1980 and then stabilized at around 400,000 a year (excluding Landrover and Jaguar) for nearly 20 years. The final and fatal fall in production began around 1997, but it was eight years before the company finally ceased production. Jaguar was sold off in 1984; in 2000 Landrover was sold to Ford and Mini became part of BMW. "Leyland's children" survive - and indeed prosper.