



# News & Information

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## IMMEDIATE RELEASE

### **LEGACY OF GLOBAL ADVENTURE- LAND ROVER G4 CHALLENGE**

IRVINE, Calif-The Land Rover G4 Challenge planned for March 2003 will cover 4,000 miles in four consecutive global stages of intense adventure competition. In the tradition of Land Rover's history of global expeditions, the Land Rover G4 Challenge will bring together teams from 16 nations for five weeks of extreme off-road driving and demanding physical activity in the face of a wide variety of obstacles and challenges.

### **The Universal Language: Land Rover**

Land Rover's history as the vehicle of choice for adventurers around the world began within a few years of the first Land Rover's debut in 1948. Within 10 years, people in even the most remote regions could recognize at least two words of English: "Land Rover."

The Land Rover timeline for global expedition and adventure begins in the early 1950's, with intrepid students from Cambridge and Oxford Universities venturing off in Land Rovers to such exotic places as Singapore, Cape Town and South America.

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These early adventures set new records, such as the first overland crossing from Europe to Asia in 1956, covering 18,000 miles from London to Singapore.

### **Tortuous Proving Grounds**

Regulars on expeditions with the Royal Geographical Society, Land Rovers have carried scientists and researchers around the globe, including into some of the most challenging regions of the Middle East. Prior to its world launch in 1970, Range Rover demonstrated its prowess in the Sahara Desert, but truly earned its stripes in 1972 during the British Transamericas Expedition—an 18,000-mile torture test from Alaska to Cape Horn that included over 141 days and 250 miles in dense jungle and thick swampland through the Darien Gap. Though hard won with machetes, ladders and pontoons, success meant that Range Rover was the first motor vehicle to cross the Darien Gap.

In addition to leading global explorations and research expeditions, Land Rover also were used for extensive relief expeditions throughout Africa, serving as mobile vaccination units and distributing food to orphanages, as well as facilitating anti-poaching efforts to preserve gorillas and rhinos.

### **Testing The Limits of Endurance**

In the 1980's, Camel Trophy competition began in earnest. These grueling adventures and tests of human endurance brought together teams from around the world in the hope of triumphing in some of the most treacherous off-road conditions imaginable. Land Rover began supplying vehicles for Camel Trophy in 1981, when five Range Rovers were tested to their limits in the equatorial jungles of Sumatra. In 1982, Range Rovers returned to Camel Trophy in New Guinea for an endurance run in which they were up against washed-away tracks and difficult river crossings. A turbo diesel Range Rover was selected as the official Camel Trophy vehicle in 1987 during what turned out to be the first-ever- north-to-south crossing of Madagascar.

A few years later, 18 Camel Trophy teams found themselves on the “Road to Hell” during the Argentina, Paraguay and Chile competition. Made impassable by heavy rains, this stretch of the road pitted the teams against a sea of endless mud holes as they made their way to their final destination in Atacama, the driest desert in the world. Two years later, Borneo was the setting for the Camel Trophy Challenge, where teams dug their way through clinging red mud as they built and repaired bridges in sweltering jungle humidity. Then in 1997, Camel Trophy drivers set off for a 1,500-mile adventure through Central Mongolia. That same year, expedition teams traveling in new Discovery Series IIs led a research expedition in the first-ever north-to-south, boarder-to-boarder crossing of Mongolia.

### **Landmark Expeditions**

Discovery Series II was introduced a few years earlier in 1994 during “La Ruta Maya—An Expedition of Discovery” in the oppressive heat of the Belize rain forest. A research mission led by archeologists and journalists, this expedition involved the study of ancient Mayan artifacts and the evaluation of environmental issues surrounding the survival of the rain forest. Range Rover had made its North American debut a few years earlier in 1989 during the Great Divide Expedition, the first-ever north-to-south crossing by a motor vehicle of the North American Continental Divide. The expedition showcased Range Rovers’s capabilities on some hair-raising descents and drew attention to the launch of “Tread Lightly!®”—a national educational effort by the U.S. Forest Service to encourage safe, environmentally responsible off-road driving. Ten years later, Range Rovers returned to the Colorado Rockies on an anniversary crossing of the Great Divide with six 1999 4.6 HSE Range Rovers.

### **Spirit of Competition**

In addition to leading the way in expeditions around the world, Land Rover vehicles have been fierce competitors in some of the most demanding competitions worldwide. The Paris-Dakar Rally, for

example, is a punishing 6,000-mile high-speed endurance race from Paris, across Europe to Dakar in the African country of Senegal. Range Rover won top honors in 1981 with a first-place finish, and placed among the top finishers in the 1987 and 1988 rallies.

In the tradition of Camel Trophy competitions, Land Rover TRÉK—dubbed the “World Series of off-road competition among Land Rover Retailers”—was launched in the U.S. in 1996. Teams of three employees from Land Rover Retailers throughout North America travel to remote locations for a non-stop schedule of off-road events that are both physically grueling and mentally challenging. TRÉK events are designed to increase product knowledge while generating even greater enthusiasm for the brand. In 2001, Land Rover expanded North American TRÉK competitions to Global TRÉK, where teams from Land Rover markets worldwide traveled to South Africa to compete in a thrilling two-day “training course with a difference.”

While Land Rover’s long history of exploration, adventure and off-road competition has inspired applicants from around the globe to compete for a place in the Land Rover G4 Challenge, it has also motivated enthusiasts to embark on Land Rover adventures of their own in countries around the world. For information on some of these adventures, visit [www.drivearoundtheworld.com](http://www.drivearoundtheworld.com) or, for French-speaking adventures, [www.wanaume.com](http://www.wanaume.com).

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*Land Rover North America, established in 1986, imports and distributes Range Rover, Discovery, and Freelander vehicles manufactured for sale in the U.S. by Land Rover in Solihull, England. Land Rover’s worldwide operations are wholly owned by Ford Motor Company, Dearborn, Michigan. For information about the Land Rover Retailer nearest you, call 1-800-FINE4WD or log on to [us.landrover.com](http://us.landrover.com).*

*The Land Rover G4 Challenge website hosts a dedicated media section where the latest news and images for download will be available on <http://www.landroverG4challenge.com/pressroom>. Land Rover-related press releases and electronic photos of the company’s products are available on-line in the Land Rover section of Ford Motor Company’s news media web site ([media.landrover.com](http://media.landrover.com)). Electronic photos of Land Rover products can also be received in digital form through Wieck Photo DataBase at (972) 392-0888 or <http://media.wieckphoto.com>.*