

# Land Rover Publicity Update

a newsletter from the Land Rover Retailer PR Toolkit and Support Team – April 2004



## ALL-NEW LR3 REVEALED AT NEW YORK AUTO SHOW

On April 7, Land Rover officially revealed the all-new LR3 at the New York International Auto Show, setting a new standard for luxury SUVs. By combining class-leading capabilities, innovative user-friendly technology and new levels of interior space, the LR3 is set to offer an ultimate sport-utility package.

The LR3 offers excellent on-pavement behavior while upholding Land Rover's rigorous off-road standards.

"LR3 blends innovative technology and refinement with traditional Land Rover strengths to rewrite the definition of a modern premium SUV," said Mike O'Driscoll, president, Aston Martin Jaguar Land Rover, North America (pictured bottom right with LR3).

Stay tuned for more exciting updates on the LR3.



## RANGE ROVER RECOGNIZED AS ALL-STAR TWO YEARS IN A ROW



Range Rover featured in *Automobile* magazine

For the second year in a row, Range Rover has been recognized by *Automobile* magazine as one of their 2004 All-Stars in the large sport utility category. According to *Automobile* magazine, "the Range Rover exceeds its own hard nose perfection with warmth, desirability and charisma."

In honor of this prestigious award, a formal presentation took place in Irvine, Calif. on February 24. The 2004 All-Stars were featured in the February issue of *Automobile*.

## RETAILER PR SUPPORT NEWS

Staffed by experienced public relations professionals, Land Rover Retailer PR Support will help you decide what is newsworthy, whom to approach with your news and how to develop newsworthy events. Just complete the registration form on page 13.3 of the Retailer PR Toolkit and fax it back to us at 313.565.4944. You can also contact Land Rover Retailer PR Support toll-free at 1.866.453.2711 anytime between 8:30 a.m. and 7 p.m. EST Monday through Friday for assistance, or email us at [RetailPR@ford.com](mailto:RetailPR@ford.com).

## DRIVE AROUND THE WORLD – LONGITUDE EXPEDITION TEAM EXPLORES LAND ROVER CENTRE IN MEXICO

Like caballeros dismounting their faithful steeds after a long stint in the saddle, the Drive Around the World Team recently steered their 2003 Certified, Pre-Owned Discovery's into the Guadalajara, Mexico Land Rover retailer lot.

The Centre was closed for La Revolucion, a national holiday celebrating the anniversary of the Mexican Revolution, making it impossible to visit with their Land Rover familia, but the team stopped briefly to pay homage and was able to take some great photographs.

"It was fun seeing the Mexican Land Rover Centre," said Nick Baggarly, Expedition leader and Drive Around the World founder. "It bore the same familiar style as our American centres."

The Drive Around the World LONGITUDE Expedition is raising funds for Parkinson's disease research, and promoting geography awareness and scientific research projects among school children.

After experiencing the vast culture of Mexico and South America, the team is currently down under exploring Australia.

Land Rover Certified Pre-Owned is the official vehicle sponsor of the LONGITUDE Expedition, and retailers should stay tuned for more information on special auction opportunities related to the Expedition.

To find out more about the Expedition, log onto [www.drivearoundtheworld.com](http://www.drivearoundtheworld.com).



*LONGITUDE Expedition Team visits Land Rover Guadalajara*

## LAND ROVER FLATIRONS HOST INAUGURAL ROVER BOWL

For those who wanted an alternative to Super Bowl Sunday, Land Rover Flatirons hosted their First Annual ROVER BOWL Ice Racing Event in February at Georgetown Lake near Denver, Colo.

Approximately 40 guests and employees competed against each other for the best time on the ice track while generous portions of chili, fresh bread and hot chocolate filled hungry bellies and helped everyone keep warm.

Customer Rob Lucernoni (pictured at right with his son and special events coordinator Janet Healy of Land Rover Flatirons) took first place in the event, which culminated with an awards ceremony recognizing all participants. All of Land Rover Flatirons' customers were winners, though, as they safely experienced a whole new driving medium on the ice.

