

LAND ROVER LR3







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The highly advanced and supremely able LR3

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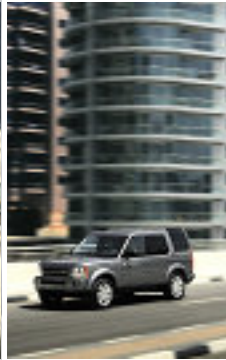
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Distinctive, innovative and versatile design, the LR3 has won over 90 awards since its launch. Outstanding breadth of capability.

Instantly recognizable as a Land Rover and now available with elegant body colored exterior style enhancements. Packed with the latest, smart enabling technology, LR3 is built to take the stress out of everyday life and get things done.

Inside it maximizes all available space. There is a truly flexible seating layout that offers multiple configurations and up to seven full-size adult seats, all arranged stadium-style to give passengers a panoramic view of the road ahead.

Outside the design is bold, geometric, stylish and purposeful. Clean. Modern.

Multi-talented, LR3 is the state-of-the-art, all-purpose Land Rover.

Dynamic performance on-road. LR3 features advanced technology that helps keep the driver connected with the road and provides an enhanced, more engaged and entertaining drive. It makes getting behind the wheel and heading for the open road pure pleasure. Standard four-corner electronic air suspension maintains a smooth, constant ride regardless of the distribution of passengers and size of load. The result is class-leading, car-like handling that does not compromise extreme axle articulation and, consequently, the off-road ability of the vehicle.





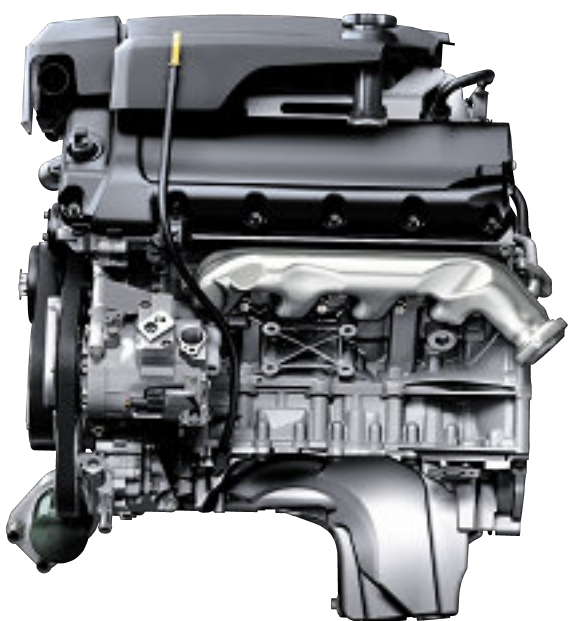




For sheer ability at putting power down onto a road, a rutted track or slipway and pulling the largest of loads out of trouble, LR3 is in a league of its own. Advanced, user-friendly technology optimizes torque and traction while independent electronic air suspension helps provide a controlled, level ride over any surface. Tow a boat out of a marina or pull a horse trailer up a wet, grassy slope and LR3 knows instinctively exactly what to do. As you'd expect, a comprehensive range of towing accessories is available for help with specific uses and lifestyles.

Uncompromising power

The LR3 is equipped with a powerful 4.4 liter V8 engine. Renowned for its thermal efficiency (improving economy, warm-up times and responsiveness), the lightweight, double overhead camshaft design delivers refined power up to an impressive 300bhp/299PS (220kW). The engine has been developed to cope with the specific requirements of a Land Rover product: strength and durability when operating in dusty environments, on steep inclines and wading through rivers.



ENGINE DATA

V8 Quad cam, 32 valve V8 with lightweight aluminum alloy block and head. Electronic throttle and variable camshaft phasing, continuously adapt valve timing to driving demands.	
Engine	V8
Location	Front North-South
Capacity	4,394
No. of cylinders	8
Cylinder layout	V - Longitudinal
Bore (inches)	3.47
Stroke (inches)	3.57
Compression ratio	10.5:1
Cylinder head material	Lightweight aluminum alloy
Cylinder block material	Lightweight aluminum alloy
Valves per cylinder	4
Maximum power	300bhp/5,500rpm
Maximum torque	315 lb-ft/4,000rpm



The above vehicle is shown with a number of styling accessories designed to complement the standard LR3's design. Please contact your Retailer for further information.





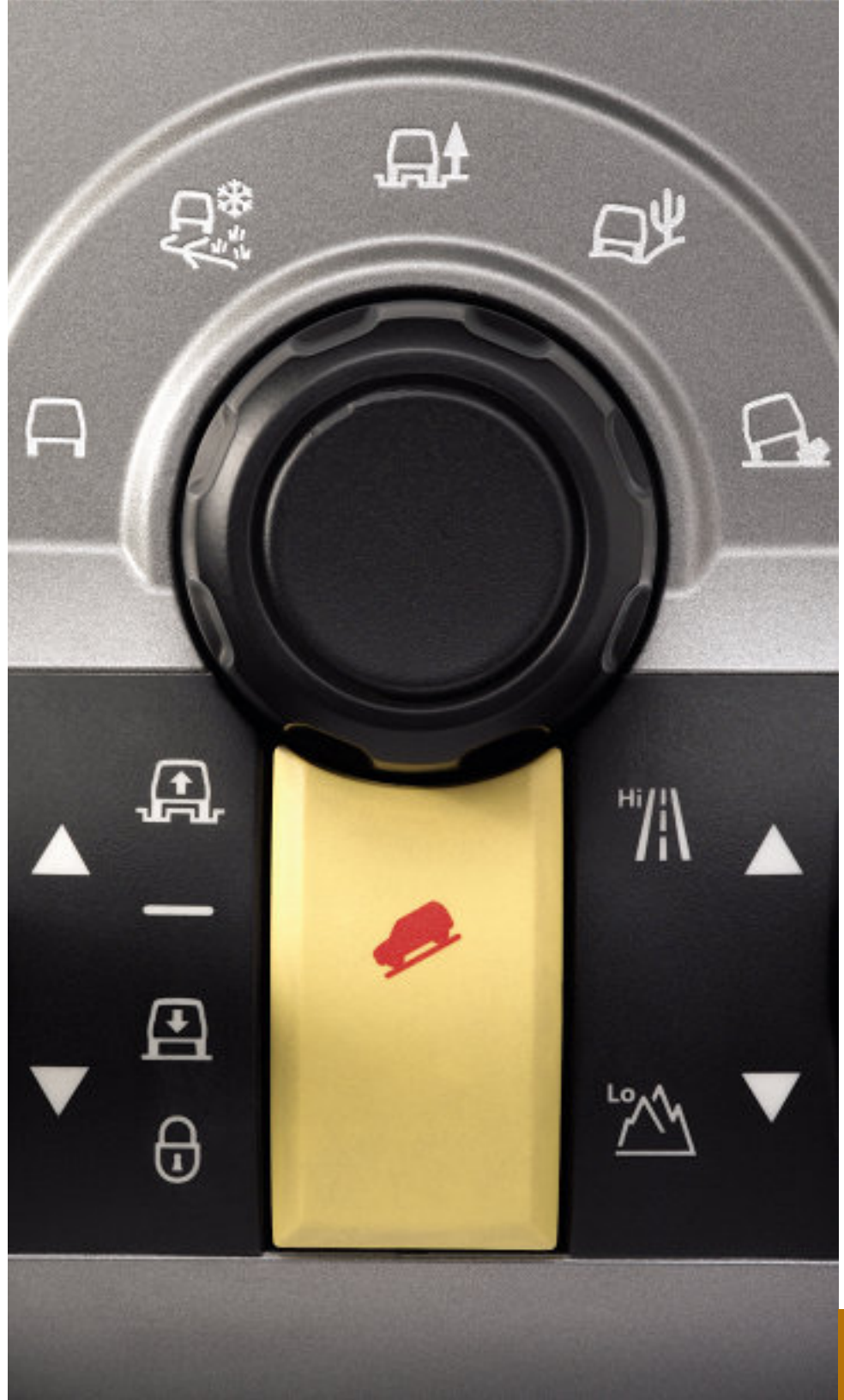
Short front and rear overhangs. Exceptional ground clearance. They are a major part of LR3's superior off-road capability. And they help enable maximum maneuverability over some of the most difficult terrains. Long-travel, all-independent suspension allows extreme wheel articulation, for example, ruts and rocks are conquered with ease. Four-corner cross-linked air suspension provides class-leading car-like ride and handling, both on and off-road, as well as a constant, level ride height, irrespective of the number of passengers or load distribution. Ride height can also be raised by up to 5 inches to clear tricky obstacles, or lowered by 2 inches for easy access and loading.





Whatever the surface LR3 takes it on with confidence. The Terrain Response® dial gives access to over sixty years of Land Rover 4x4 expertise and state-of-the-art dynamic technology. Cruising on tarmac, driving over grass, gravel or snow, taking on mud and ruts, crossing sand and crawling over rocks, Terrain Response® is your own off-road driving expert. Simply turn the dial and LR3's engine, transmission, suspension and traction settings reconfigure for optimum driveability in all conditions.





The Land Rover G4 Challenge is the ultimate driving and multi-sport global adventure competition.

This gruelling series of events takes place over some of the planet's toughest roads and tracks. It tests both competitors and their vehicles to the absolute limit. From the choking dust of scorching deserts to the treacherous mud and boulders of high-altitude passes, there's no room for compromise. That's why every LR3 taking part is equipped with genuine Land Rover G4 Challenge accessories. Designed by Land Rover, this range of eye-catching, premium quality accessories adds even more capability, versatility and style to any LR3 and, of course, can complement all other Land Rover accessories. With Land Rover G4 Challenge accessories, you're ready to take on whatever the world throws at you.





EXTERIOR

A-Frame Protection Bar
VUB501210

Driving Lamp Kit
XQB500080

Driving Lamp Cover (not shown)
VUS500010

Expedition Roof Rack
CAB500021PMA

Front Lamp Guards
VUB501200

Rear Lamp Guards
VUB501380

Raised Air Intake
ADL780010





Inside the comfort zone

No matter how harsh conditions become on the outside, inside LR3 takes complete care of your wellbeing. Just sit back and enjoy the view. Stadium-style seating and generous glass areas provide passengers with

a panoramic view of the surroundings. What's more, when the optional third row of seats is fitted, as many as seven adults can travel in complete comfort. Each of the third row seats are designed for a 6'2" passenger – large enough for 95th percentile of adults. And with front and optional rear air-conditioning providing airflow to even the two rearmost places, all occupants stay fresh and relaxed in their own personal space. Soft, tactile leather, in a choice of Ebony or Almond, from the finest northern European hides, further enhances the interior and bestows a feeling of premium quality and individuality.





The view's amazing up here. Remember how it felt? LR3 features the legendary

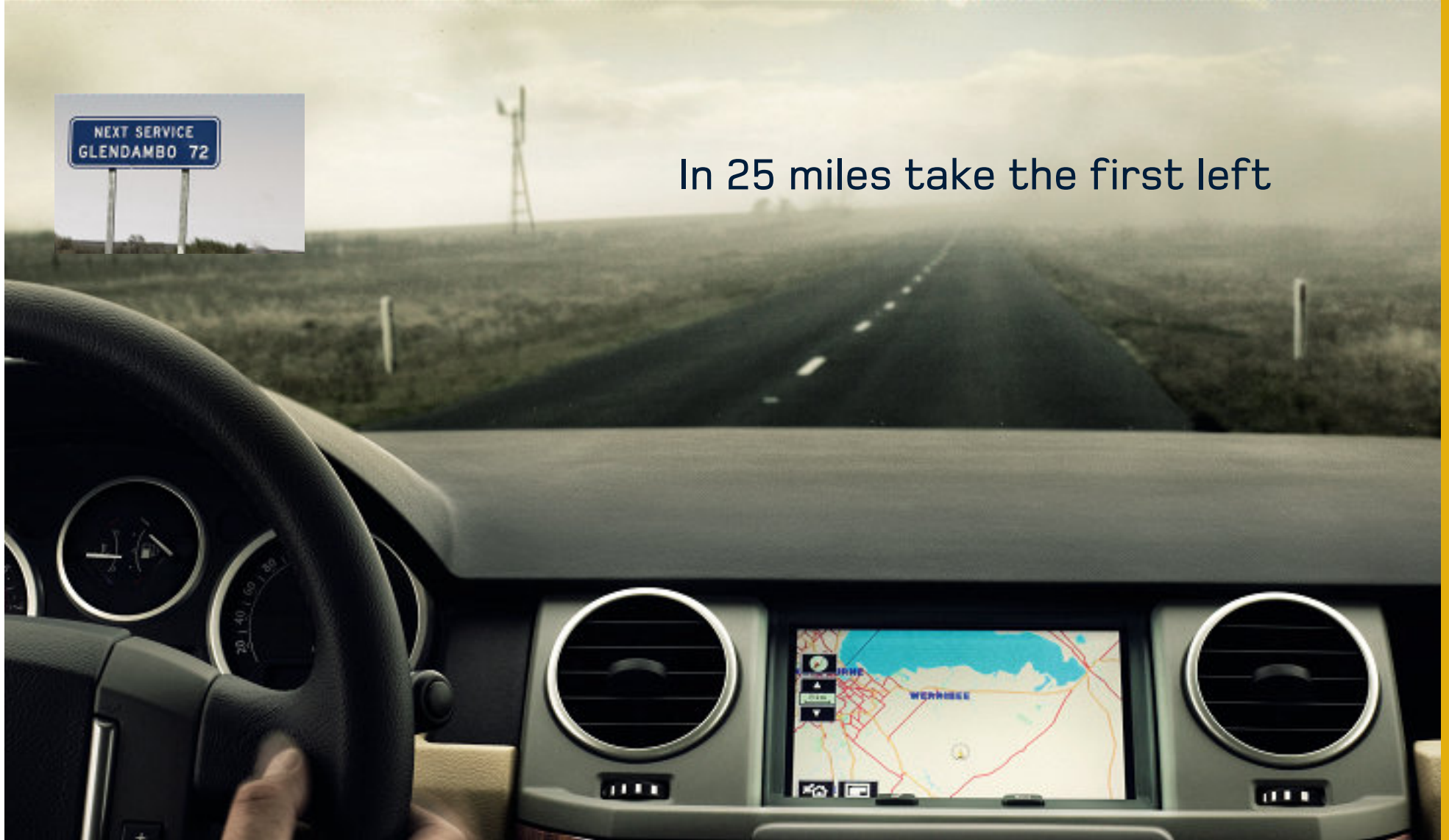
Land Rover command driving position, which gives better visibility over the traffic ahead, for spotting hazards and viewing all four corners of the vehicle. This, combining with strong vertical and horizontal styling makes the design of LR3 bold, practical and helps parking and off-road driving. Also adding to the driver's confidence and overall satisfaction is the ergonomically designed interior that puts key controls at the fingertips. Front Park Distance Control* helps with tricky maneuvers, while voice control*, power lumbar support on the driver's seat and an eight-way adjustable passenger seat and an auto dimming rear view mirror all add up to make life with LR3 a breeze.

*Optional feature.



In a quarter mile take the second right

A reliable route through unpredictable places. LR3 offers premium, state-of-the-art satellite navigation, which, because the system is DVD-based, supplies the data for an entire continent on a single disc. So you won't have to stop to look at a map whether you are hundreds of miles from the nearest town or in the thick of a city-center rush hour.



Using a high-resolution, 7 inch LCD wide-screen display with touch-screen functionality, the Premium Navigation System includes off-road navigation, with contour lines and an electronic breadcrumbs feature to enable a route to be retraced. In less isolated environments points of interest along the way, leisure facilities, restaurants and hotels or gas stations can also be easily programmed.





First class space. Adding even more comfort and luxury to the interior of LR3 are standard Straight Grain Walnut or Grand Black Lacquer veneer with Brunel Metallic finishes, and optional supple ruched-style premium leather is available in two colors.

The interior of LR3 is versatile and highly functional. As many as seven adults can travel in complete

comfort and enjoy a full-sized, forward facing seat, generous legroom and wide-opening doors for easy access.

The flexible, versatile seating layout offers multiple configurations to suit almost every conceivable use, including one in which the central seat in the middle row turns into a table.

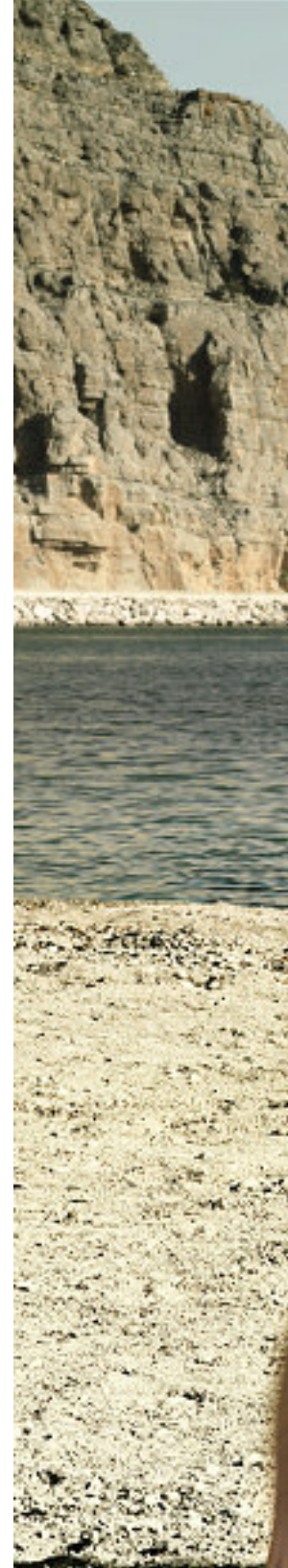
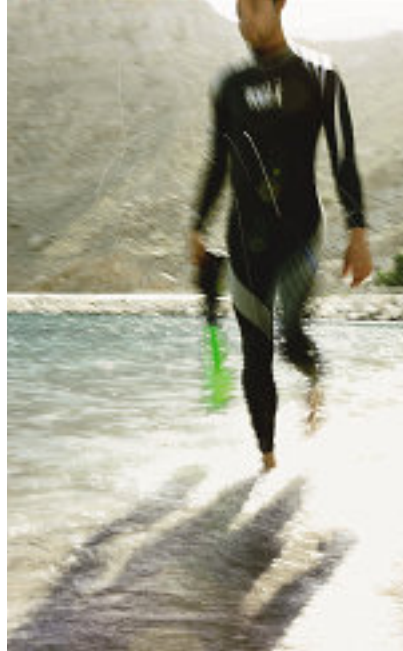
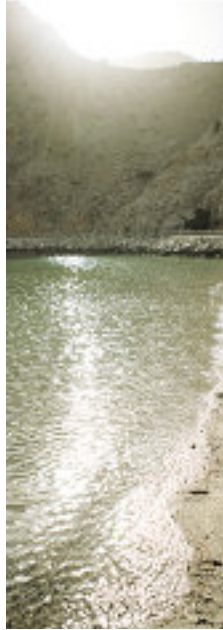


Seats seven big kids









Make light work of difficult loads with LR3's two-piece, asymmetric tailgate design. Both upper and lower tailgates are made from resilient lightweight aluminum. In fact, the lower tailgate is so strong that, when the vehicle is parked, it can support the weight of two adults and be used as a viewing platform. Alternatively, the lower section can be used as a seat with the upper section providing a canopy. When fully open, the tailgate gives impressive access to the rear of the vehicle and comes into its own when loading large, bulky or heavy objects. The asymmetric portion of the lower tailgate offers a reduced reach-in distance when open and a lower load height when closed.





Even the rearmost passengers enjoy a glass roof in LR3. The Alpine roof and spectacular views are standard. While the combined reflective properties of the glass panel and interior sunblinds keep everyone cool and the cabin light and airy.







Key to LR3's strength, safety and outstanding on-road and off-road dynamics is the Integrated Body-frame™. A Land Rover patented technology, it delivers more than the comfort, refinement and on-road attributes of a monocoque design. It sets new standards for off-road performance too. Other features include Anti-lock Braking System (ABS), Electronic Brake Assist (EBA) which supplies extra brake pressure in an emergency, and Electronic Traction Control (ETC) which helps maintain optimum grip. The Tire Pressure Monitoring System (TPMS), designed to warn you of low tire pressure. Dynamic Stability Control (DSC) and Active Roll Mitigation (ARM) work with the braking system designed to correct cornering over or understeer and to help maintain stability at all times. Up to eight airbags are available: the front seats have both front and side airbags with each seat row having its own curtain airbags. For a better view ahead on bends and a more effortless night-time drive, LR3's optional Adaptive Front Lighting varies the headlamp light cast ensuring the beams follow the curve of the road.





Park and ride. LR3 is a vehicle that inspires such an adventurous spirit it naturally has a range of accessories to match.

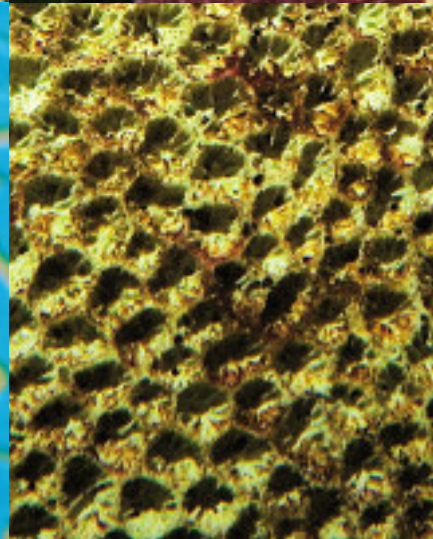
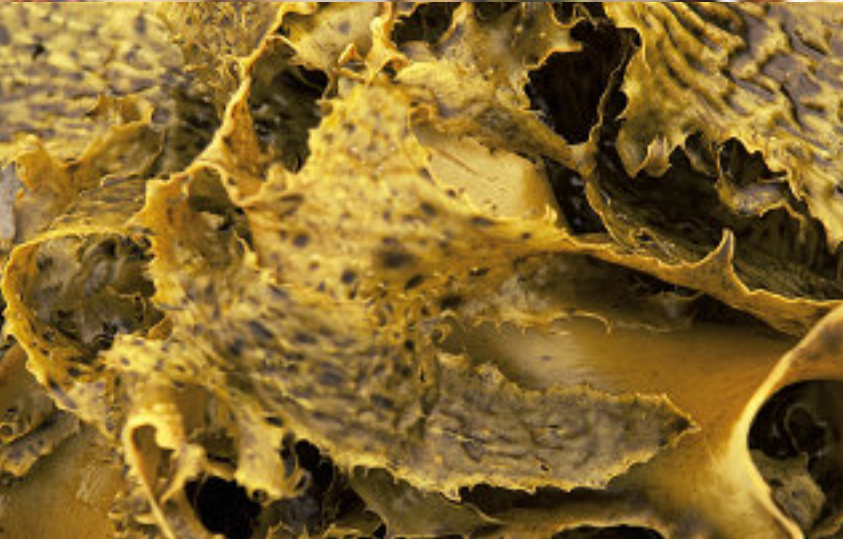
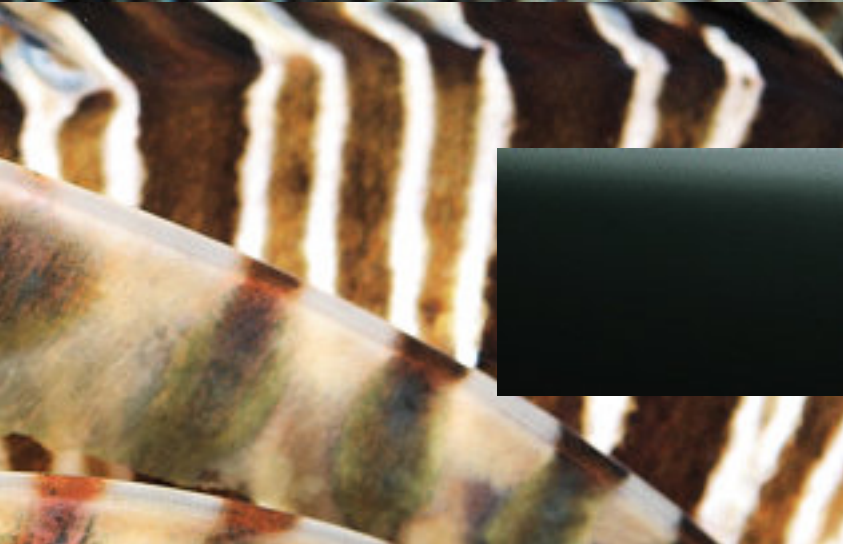
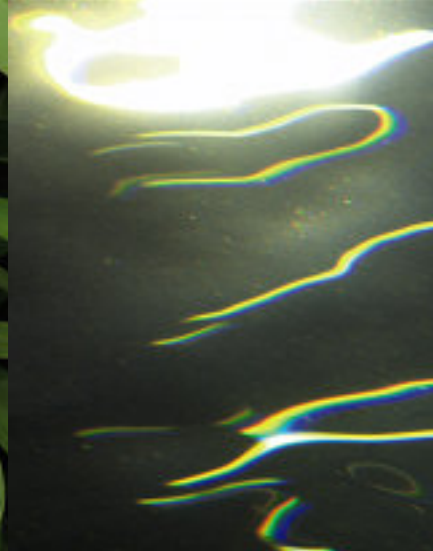
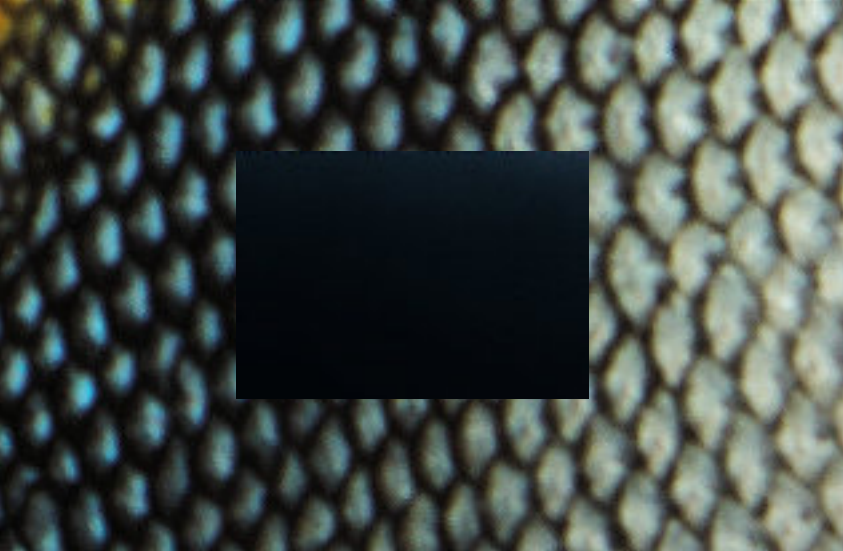
For instance, when it comes to transporting bikes, the sturdy, practical carrier simply clips onto the tow bar. It's an easy, secure way of taking a bike with you to park and ride anywhere.





LR3 makes a real statement. Now with the introduction of both the

Body Styling Pack and Stainless Steel trim finishers, LR3 creates an even bigger splash. With eye-catching changes, including new, body colored, deeper front bumper and wheel arches, rear bumper upgrade and exhaust undertray, bright extended roof rails and body colored mirror caps and door handles. The attention to detail even runs to the power vent, which incorporates smart Land Rover signature styling.





EXTERIOR COLORS



ALASKA WHITE - SOLID



SANTORINI BLACK - METALLIC*



STORNOWAY GREY - METALLIC



ZERMATT SILVER - METALLIC



BUCKINGHAM BLUE - METALLIC



GALWAY GREEN - METALLIC

*Black Paint - Please consult your Retailer for details (additional charges may apply).

**Optional Color Extended Global Paint Palette - Please consult your Retailer (additional charges may apply).



RIMINI RED - METALLIC



BOURNVILLE - METALLIC**

Eight eye-catching exterior colors. Choose from finishes featuring shimmering chrome particles, deep rich metallics, or bold solid colors.

TO VIEW YOUR LR3 IN A CHOICE OF EXTERIOR COLORS AND INTERIOR FINISHES GO TO WWW.LANDROVERUSA.COM



ON THE INSIDE

INTERIOR COLOR CHOICES



ALMOND LEATHER



EBONY LEATHER

Left: Premium leather ruffled-style seat

INTERIOR FINISH



GRAND BLACK LACQUER
AVAILABLE



STRAIGHT GRAIN WALNUT
AVAILABLE



BRUNEL METALLIC FINISH
INCLUDED CONTRAST FINISH

Two interior trims each bring their own special personality to LR3. They are Almond and Ebony,

which combine with a darker colorway and the standard Brunel Metallic Finish to provide an effective contrast.

Leather brings an extra feeling of prestige to the interior of LR3. Two real wood veneer finishes, Straight Grain Walnut

or Grand Black Lacquer further enhance the interior which are applied to the fascia end caps and the uprights

of the center console.

INTERIOR FINISHES



Image features Grand Black Lacquer Finish

EXTERIOR COLOR	INTERIOR TRIM	
	ALMOND	EBONY
 Alaska White	☐	☒
 Santorini Black*	☒	☒
 Stornoway Grey	☒	☒
 Zermatt Silver	☐	☒
 Buckingham Blue	☒	☐
 Galway Green	☒	☐
 Rimini Red	☐	☐
 Bournville**	☒	☐

■ Designer's Choice □ Combination is available — Combination is not available
* Black Paint - Please consult your Retailer for details (additional charges may apply).
**Optional Color Extended Global Paint Palette - Please consult your Retailer (additional charges may apply)

WHEELS AND TIRES



19 inch 6-Spoke Alloy Wheels
Tire Specification: 255/55 AT



19 inch Slotted 7-Spoke Alloy Wheels
Tire Specification: 255/55 AT

A set of gleaming alloy wheels. Nothing highlights the character of a vehicle quite as effectively. An individual design is featured for each LR3 model derivative, with an optional second style choice from accessories also available for those who like to add a touch of personalization.

WHEELS AND TIRES	LR3	HSE PACKAGE	HSE LUX PACKAGE
19 inch 6-Spoke Alloy Wheels - 255/55 AT	■	■	—
19 inch Slotted 7-Spoke Alloy Wheels - 255/55 AT	—	□	■
Full size Alloy Wheel Spare*	□	□	□
Tire Pressure Monitoring System (TPMS)	■	■	■

■ Standard □ Option — Not available * With Heavy-duty option

Please note: When choosing vehicles fitted with specific wheel and tire combinations or optional wheels and tires, your intended use of the vehicle should be considered. Wheels with larger diameters and lower profile tires may offer certain styling or driving benefits, but may be more vulnerable to damage, please discuss your requirements with a Retailer when selecting your vehicle and specification.

TECHNICAL

ENGINE, TRANSMISSION AND SUSPENSION

	V8
Six-speed adaptive automatic gearbox	■
Four-corner air suspension with Terrain Response® (inc. trip computer)	■
Active rear locking differential	□
■ Standard □ Option	

TRANSMISSION

	V8
Transmission type	ZF HP26
Gear Ratios (High range)	
6th	0.691
5th	0.867
4th	1.143
3rd	1.521
2nd	2.34
1st	4.171
Reverse	3.403
Final drive ratio	3.54
Transfer box ratio	
High	1:1
Low	2.93:1
Shift-on-the-move mph (km/h)	
High to low	24 (40)
Low to high	37 (60)

ENGINE

Type	90-degree V8
Construction	Aluminum-alloy cylinder heads and block
Displacement	4.4 liters (268 cu.in./4394 cu. cm)
Bore x stroke	3.47 x 3.56 in. (88 x 90.3 mm)
Valvetrain	Chain-driven double-overhead camshafts, four valves per cylinder. Variable Camshaft Phasing (VCP)
Compression ratio	10.5:1
Horsepower @ rpm	300 bhp @ 5,500 rpm
Torque @ rpm	315 lb-ft @ 4,000 rpm
Fuel management	Sequential multi-port fuel injection
Ignition	Distributorless ignition system
Fuel requirements	Premium unleaded
Fuel tank	22.8 U.S. gallons (86.3 liters)

SUSPENSION

Electronic Air Suspension (EAS) with automatic load-leveling and multiple modes: Access (2.0 in/50 mm lower). Standard. Off-Road (2.2 in/55mm higher) plus automatic Extended Mode Cross-link valves for improved off-road performance.	
Front	Independent, double-wishbone with long-travel air springs. 10.0 inches (255mm) of vertical wheel travel
Rear	Independent, double wishbone with long-travel air springs. 13.0 inches (330 mm) of vertical wheel travel

The LR3 V8 engine is exclusively fitted with the advanced, six-speed ZF automatic transmission.

The ZF 6HP26 transmission is one of the most advanced automatic transmissions in the world. As well as offering normal automatic operation, the gearbox offers a 'sport' mode that alters the timing of gearshifts and throttle response. It also features CommandShift® giving the driver full manual control of gear changes.

BRAKES

Description	V8
Front size inches (mm)	13.3 (337)
Type	Ventilated disc
Rear size inches (mm)	13.8 (350)
Type	Ventilated disc
Parking	Duo Servo

SAFETY & SECURITY

	V8
Active Roll Mitigation (ARM)	■
Airbags, row one driver and passenger front	■
Airbags, row one driver and passenger side	■
Airbags, side and head curtain (1st, 2nd & 3rd row*)	■
Central high mounted stop lamp	■
Dynamic Stability Control (DSC)	■
Electric Park Brake (EPB)	■
Electronic Brake Assist (EBA)	■
Four channel all terrain ABS (Anti-lock Braking System) with all round ventilated disc brakes	■

■ Standard □ Option - Not Available

*3rd row only with 7 seats fitted

STEERING

	V8
Type	Assisted rack and pinion
Steering wheel height adjustment standard	Turns lock to lock 3.32
Turning circle (ft./m)	Curb-to-curb 37.6/11.45m
	Wall to wall 37.7/11.8m



FEATURES



LR3 is packed with the latest, easy-to-use technology. Some of the available options include: the state-of-the-art 14 speaker

harman/kardon® LOGIC7®** seven-channel digital surround sound system adds premium 'theater-style' audio quality to driving enjoyment.

The on/off road DVD-based satellite navigation system* with 4x4 driver information center allows you to find the way when the road runs out and gives information on wheel articulation, traction control and steering angle. Adaptive Front Lighting** is also available for enhanced, more relaxed night-time driving. Bluetooth® connectivity is available for hands-free communications on the move. All of this can be enjoyed with a chilled drink or snack from the lower center-console cooler box**.



*Included in HSE Package

** Included in HSE Lux Package

The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Land Rover is under license. **harman/kardon®** and LOGIC7® are registered trademarks of Harman International Industries Incorporated.

SPECIFICATIONS

INTERIOR FEATURES

	LR3
Automatic climate control	■
Cruise Control	■
Loadspace Cover	■
Electric sunroof with tilt/slide front glass and fixed glass Alpine roof	■
Straight Grain Walnut end caps and console uprights	■
Grand Black Lacquer end caps and console uprights	nco
Electric adjustable Leather seats	■

AUDIO/COMMUNICATIONS

Rear Seat Entertainment System	□
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COLOR AND TRIM

Interior trim color – Almond	□
Interior trim color – Ebony	□
Metallic paint	■
Black paint color	□
Optional color extended global paint palette	□

EXTERIOR FEATURES

Rear Park Distance Control	■
Privacy glass to rear of B post	■
Roof rails	□
Exterior color coding to wheel arches, bumpers, rear tailgate applique panel, Tungsten door handles	■

CONVENIENCE FEATURES

Front and Rear Fog Lamps, Automatic Headlamps, Headlamp Powerwash, Rain Sensing Windshield Wipers, Electro-Chromic Interior Mirror (including HomeLink®) and Electric Rear-Window Defroster	■
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OPTIONS

	LR3
COLD CLIMATE PACKAGE	□
Heated Front Screen, Heated Seats Front and Rear and Windshield Washers-Heated.	HSE PACKAGE
HSE PACKAGE	
HSE Derivative Badge, Premium Navigation System, Personal Telephone Integration with Bluetooth® connectivity, Sirius Satellite Radio (requires subscription and activation), COLD CLIMATE PACKAGE, electronically adjustable steering column and front park distance control.	□
HSE LUX PACKAGE	
In addition to all features within the HSE PACKAGE, LUX PACKAGE includes; Bi Xenon Headlamps and adaptive Front Lighting System Center Console Cooler Box, harman/kardon® LOGIC7® Premium Audio System, PREMIUM LEATHER PACKAGE and DRIVER MEMORY PACKAGE (driver seat, steering column and mirrors).	□
HEAVY-DUTY PACKAGE	□
Full Size Alloy spare wheel and Active Rear Locking Differential.	
PERSONAL TELEPHONE INTEGRATION/SIRIUS® SATELLITE RADIO PACKAGE	□
Personal Telephone Integration (PTI) system with Bluetooth® connectivity, Sirius® Satellite Radio.	HSE PACKAGE
7 SEAT COMFORT PACKAGE	
Forward-facing, flat-folding, third-row seats and additional third-row side curtain airbag SRS, third-row individual head restraints and three-point safety belts – 35:30:35 split flat-folding second-row seats, Rear Climate Control includes second and third-row controls for air conditioning, heating and airflow.	□
PREMIUM LEATHER PACKAGE	□
Premium Leather seat facings, driver and passenger armrest, leather gear knob, eight-way electric driver and eight-way electric passenger seats, driver seat memory, power lumbar driver, drivers seat cushion pocket, premium leather center console lid.	HSE LUX PACKAGE
PREMIUM SOUND PACKAGE	□
harman/kardon® LOGIC7® 14 speakers, active sub-woofer, OSP amplifier, rear seat headphone modules, side screen antenna amplifier scanning diversity, in-dash six-CD changer, steering wheel mounted audio controls.	HSE LUX PACKAGE
REAR SEAT ENTERTAINMENT PACKAGE	□
Factory installed dual video display screens, six-disc DVD changer, includes wired headphones and remote control plus input jacks for video games and MP3 players.	
19 inch Slotted 7-Spoke Alloy Wheels	□

■ Standard □ Option nco No cost option

HomeLink® is a registered trademark of Johnson Controls Inc.

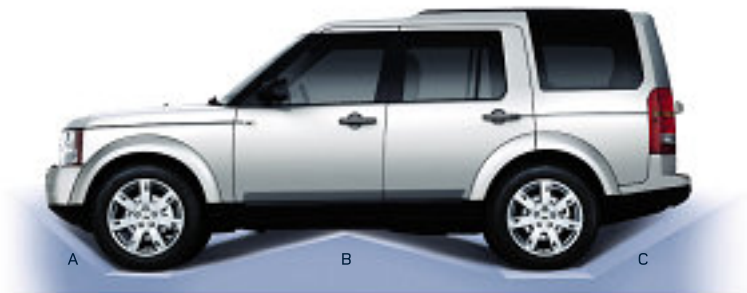
DIMENSIONS & CAPABILITY



Minimum Ground Clearance
Ground clearance up to 9.5 inches (240mm) (air suspension)
Standard ride height 7.3 inches (185mm)



Wading Depth
Maximum wading depth 27.6 inches (700mm) (in off-road mode)



Maximum Gradients	A	B	C
	Approach Angle	Ramp Break Over Angle	Departure Angle
	Standard mode 32.2° Off-road mode (air suspension) 37.2°	22.8° 27.9°	24.9° 29.6°



Maximum load space – seats folded

Interior	
Head room	
1st row	40.4 inches with Alpine roof
2nd row	42.2 inches with Alpine roof
3rd row	40.1 inches with Alpine roof
Leg room	
1st row	42.4 inches
2nd row	37.6 inches
3rd row	36.3 inches
Shoulder room	
1st row	59.2 inches
2nd row	59.4 inches
3rd row	42.8 inches



Maximum load space behind row 2 – seats up

Luggage Capacity	
Load space length behind:	
1st row	76.8 inches 7 seat (72.1 inches 5 seat)
2nd row	44.3 inches 7 seat (43.6 inches 5 seat)
3rd row	13.3 inches 7 seat
Width	
48.6 inches (45.1 inches between wheel arches)	
Height	
45.1 inches with Alpine roof	
Load space volume behind:	
1st row	90.3 cu.ft 7 seat (87.4 cu.ft 5 seat)
2nd row	42.1 cu.ft 7 seat (44.5 cu.ft 5 seat)
3rd row	9.9 cu.ft 7 seat

WEIGHTS & PERFORMANCE

Width 79.09 inches
(2,009mm) mirrors folded
86.22 inches (2,190mm) mirrors out



Rear wheel track 63.5 inches
(1,613mm)



Wheelbase 113.6 inches (2,885mm)



Front wheel track 63.2 inches
1,605mm



Length 190.9 inches (4,835mm)

Overall body height

Overall height	Air suspension
Access height	72.32 inches (1,837mm)
Standard height	74.29 inches (1,887mm)
Off-road height*	76.46 inches (1,942mm)*
Roof rails	72.5 inches (1,841mm)
Satellite antenna	74.4 inches (1,890mm)

*All measurements include roof rails and satellite antenna.

PAYLOAD & TOWING CAPACITY

Curb weight	5,796 lb. (2629 kg)
Gross Vehicle Weight Rating (GVWR)	7,121 lb. (3230 kg)
Maximum payload	1,325 lb. (601 kg)
Maximum trailer weights	
Trailers without brakes	1,654 lb. (750 kg)
Trailers with brakes	7,716 lb. (3500 kg)
Maximum tongue weight	551 lb (250 kg)

OUR PLANET

OUR COMMITMENT

to a sustainable future. From the design of our vehicles and the way we build them, to how and where we use them, Land Rover is committed to sustainable development. We're committed to reducing our impact on the environment and are working in four key areas.

ENVIRONMENTAL TECHNOLOGY.

In 2007 we announced a \$1.38bn joint investment into new technologies to improve the environmental performance of our vehicles. In 2008 we revealed our new concept vehicle, the LRX; a Land Rover in body and spirit, but conceived as a hybrid 2.0 liter diesel, with potential CO₂ emissions of 120g/km.

SUSTAINABLE MANUFACTURING.

World class manufacturing facilities. Certified to ISO14001 since 1998. Our manufacturing facilities at Solihull and Halewood have reduced emissions by around 4 percent year on year, over the last 5 years. Since 1997 we have reduced emissions in our Solihull plant by 30 percent. Some of our engines are made in a manufacturing plant part powered by wind turbines. In addition, we're offsetting all CO₂ produced by the manufacturing assembly of Land Rover vehicles at both plants. Partnered with specialist organization Climate Care, our offset projects include a wind farm in China and hydro electric generators in Tajikistan.

CO₂ OFFSETTING.

In 2006 we launched a pioneering program. We were the first automotive company to offset 100 percent of our manufacturing assembly CO₂ emissions.

OUR P

GLOBAL CONSERVATION AND HUMANITARIAN PROJECTS.

Land Rover vehicles are used by conservation and humanitarian organizations worldwide and are often first choice for difficult tasks. Organizations include the Born Free Foundation, Biosphere Expeditions, Royal Geographical Society (with IBG), China Exploration and Research Society and Earthwatch Institute. Our projects are diverse, ranging from an initiative to help with the protection of rare wolves in Ethiopia, to a project funded by our CO₂ offset program which provides efficient cooking stoves to rural parts of Uganda. The partnership between the International Federation of Red Cross and Red Crescent Societies and the Land Rover G4 Challenge aims to generate over \$2m over the next two challenges.

OUR PLANET. 'Drive responsibly on and off-road'. We take our responsibility to our planet very seriously. We teach responsible on and off-road driving to help reduce the impact on the environment and encourage drivers to understand the full potential and unique breadth of capability of our vehicles.

LAND ROVER

www.landroverusa.com

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