

LAND ROVER PLEDGES SUPPORT TO LEADING CONSERVATIONISTS AT MOTOR SHOW ENVIRONMENT DAY

NEC, Birmingham, 30 October 2002. Land Rover marked environment day at the British International Motor Show with the announcement of its support for two leading environmental organisations, the Born Free Foundation and Biosphere Expeditions.

Land Rover has signed both as global sponsorship partners under its Fragile Earth policy, which is the company's commitment to the environment through the sponsorship of leading environmental organisations, the development of sustainable practices and technologies and the company's 'Off-Road Code'.

The Born Free Foundation is a charity inspired by the 1964 film, *Born Free* - the story of George and Joy Adamson played by Bill Travers and Virginia McKenna, who in 1984 established the charity which is now run by their son, Will Travers. Born Free operates from its UK base throughout the world with the aim of 'keeping wildlife in the wild'. [...]

The company's other global sponsorship partner, Biosphere Expeditions is a not-for-profit organisation that takes people of all ages and from all walks of life and places them alongside scientists at the forefront of conservation work in some of the world's remotest regions.

Part of Land Rover's sponsorship of Biosphere Expeditions is the provision of vehicles to enable the expedition teams to reach the remote destinations in which they are required. The vehicles are used in the African Savannah in Namibia to monitor the rare Namibian Cheetah; in Central Asia's Altai Republic to survey snow leopards, manuls (a local big cat predator) and other aerial wildlife; and in the Ukraine and the Polish Carpathian mountains to snow-track and radio-track wolves.



Land Rover UK Managing Director, Mike Wright (right) handing over the keys of an expedition specification Defender 110 to Katherine Wilden, UK Operations Director of Biosphere Expeditions.

Accepting an expedition specification Defender 110 on behalf of Biosphere Expeditions, UK Operations Director, Katherine Wilden said: "Our Land Rovers enable us to take conservation expeditions to some of the most inhospitable and inaccessible places on Earth, and to support local scientists and conservation efforts with much needed and often invaluable vehicle back-up. They are an essential tool of our work."



Katherine Wilden accepting an expedition specification Defender 110 on behalf of Biosphere Expeditions.

Land Rover UK managing director, Mike Wright added: "Our commitment to the environment is based on the belief that future generations should be able to enjoy what we enjoy - in Land Rover's case this is the ability to explore and do good in the very far flung regions and terrains of the world. This 'spirit of adventure' can only be appreciated by future generations through the protection of the world's rarer inhabitants and landscapes - this is what Biosphere Expeditions and Born Free work to achieve, and that's why Land Rover is very proud to support their efforts."

For further information contact:

James Andrew

Press Officer, Corporate Communications

Phone +44 (0) 2476 207599

Mobile +44 (0) 7801 126813

Jandre39@Ford.com

For general information on Biosphere Expeditions and its conservation work, please visit www.biosphere-expeditions.org, or contact the UK office at Sprat's Water, near Carlton Colville, The Broads National Park, Suffolk NR33 8BP, UK. Tel. +44-1502-583085. Fax +44-1502-587414. E-mail info@biosphere-expeditions.org.

Notes to Editors:

Background information on the organisation and its expedition itinerary are available at <http://www.biosphere-expeditions.org>. The press release area containing this release is at <http://www.biosphere-expeditions.org/media/>.

Biosphere Expeditions, Sprat's Water, near Carlton Colville, The Broads National Park, Suffolk NR33 8BP, UK.

info@biosphere-expeditions.org, Tel.: +44-1502-583085, Fax: +44-1502-587414

in Germany / Deutschland:

deutschland@biosphere-expeditions.org, Tel.: +49-7127-980242, Fax: +49-7127-8878776