



For Immediate Release

Feb. 13, 2008

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**Land Rover and Nevada Commission on Tourism Join Forces
to Present One-of-a-Kind G4 Challenge Nevada Passage**

CARSON CITY, Nev. – Land Rover North America and the Nevada Commission on Tourism announced today that this year's Nevada Passage will serve as the national selection event for the 2008/2009 Land Rover G4 Challenge.

Twenty athletes from around the nation will travel throughout Nevada competing in driving and outdoor adventure activities designed to test teamwork and skills such as 4x4 driving, navigating, trail running, mountain biking and kayaking. The top two two-person teams from the national competition advance to the international selection event in early 2009, where one team will be selected to represent the United States in the final challenge in Asia.

“When we launched the Nevada Passage in 2005, our goal was to further establish Nevada as an outdoor hotspot,” Lt. Gov. Brian Krolicki, Nevada Commission on Tourism chair, said. “Land Rover, a brand renowned for outdoors and adventure, has selected Nevada as the nation's lone location for this prolific, global competition, further establishing this premier destination for adventurers, explorers and outdoors enthusiasts.”

Recognized as the one of the world's top off-road driving and adventure events, the Land Rover G4 Challenge is held every two years with national selection events taking place in 18 countries around the world. This year marks only the second time the United States has participated in the global competition since the inaugural event in 2003. The new Land Rover G4 Challenge Nevada Passage will take place in May 2008.

For the first time in the event's history, the Land Rover G4 Challenge will raise funds for two world-class charity organizations: the International Federation of Red Cross and Red Crescent Societies. The competition will culminate with the donation of a

Land Rover on behalf of the winning team to their country's national Red Cross or Red Crescent Society.

"Land Rover's brand is synonymous with history and adventure, so it's truly fitting for us to participate in the challenge," Chris Marchand, executive vice president of marketing and sales for Land Rover North America, said. "We saw the Nevada Passage and Nevada's array of adventure sports activities and driving terrains as the most desirable location for this exciting landmark competition."

The Nevada Passage, first held in 2005, is the Nevada Commission on Tourism's one-of-kind, annual made-for-TV event that is designed to highlight Nevada's unique topography and showcase the vast array of adventure sports opportunities found throughout the state.

"We're looking forward to taking the fourth Nevada Passage TV program to the next level and making it the national setting for this global event," Tim Maland, director of the Nevada Commission on Tourism, said. "To partner with such a highly visible and respected brand as Land Rover will provide us with a greater platform to showcase our state's incredible outdoor recreation opportunities."

The competition is syndicated on national networks throughout the country and the hour-long show is seen by more than 2 million viewers each year. Past competitions have included events such as back-country skiing in the Sierra Nevada mountains, sand boarding near Fallon, kayaking on the Truckee River in downtown Reno and rock climbing in Red Rock Canyon, just outside of Las Vegas.

For more information on the Land Rover G4 Challenge Nevada Passage, or to apply to be a competitor, visit www.landroverG4challenge.com. For highlights and information on previous Nevada Passage competitions, visit www.nevadapassage.com.

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Fact Sheet

The 18 participating nations:

• Australia	• China	• Netherlands	• Turkey
• Austria	• France	• Norway/Sweden	• UK
• Belgium/Luxemburg	• Germany	• Russia	• USA
• Brazil	• Ireland	• South Africa	
• Canada	• Italy	• Spain	

Land Rover G4 Challenge

Land Rover has a lasting heritage of adventure, with one of the best known expeditions run in 1970 when two Range Rovers became the first vehicles to complete a land crossing of the Darien Gap swamplands that divide North America from South America. The Land Rover G4 Challenge was inaugurated in 2003, when Belgian fighter pilot Rudi Thoelen emerged victorious from a cliff hanging finale in Moab, Utah. The next Challenge, in 2006, went deep into rugged, remote locations in Thailand, Laos, Brazil and Bolivia, coming to an end at an altitude of over 13,000 feet with South African Martin Dreyer emerging victorious.

The Nevada Commission on Tourism

The Nevada Commission on Tourism is the marketing agency for the state of Nevada. It developed the Nevada Passage in 2005 to showcase the state's outdoor activities to the world. Viewers can watch both the 2005 and 2006 episodes online at www.nevadapassage.com. The 2007 episode is expected to be available online after syndication closes in February 2008.

International Federation of Red Cross and Red Crescent Societies

The International Federation of Red Cross and Red Crescent Societies is the world's largest humanitarian organization, providing assistance without discrimination as to nationality, race, religious beliefs, class or political opinions. It comprises 186 member Red Cross and Red Crescent societies, seven regional zone offices, more than 60 delegations and a secretariat in Geneva. Working in partnership with communities, the International Federation aims to reduce the impact of disasters, diseases and public health emergencies, to make communities stronger and more resilient, and to promote respect for diversity and human dignity.

Land Rover North America is part of Ford Motor Company's Premier Automotive Group with headquarters in Irvine, California. Land Rover established operations in the U.S. in 1986, and now imports and distributes Range Rover, Range Rover Sport, LR3 and LR2 vehicles manufactured by Land Rover in Solihull and Halewood, 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 800-FIND-4WD or log on to www.LandRoverusa.com.

Vehicle specifications and features are subject to change. For the latest Land Rover pricing and product information, contact Land Rover North America Product Communications at (949) 341-5800. 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 website (media.landrover.com).

