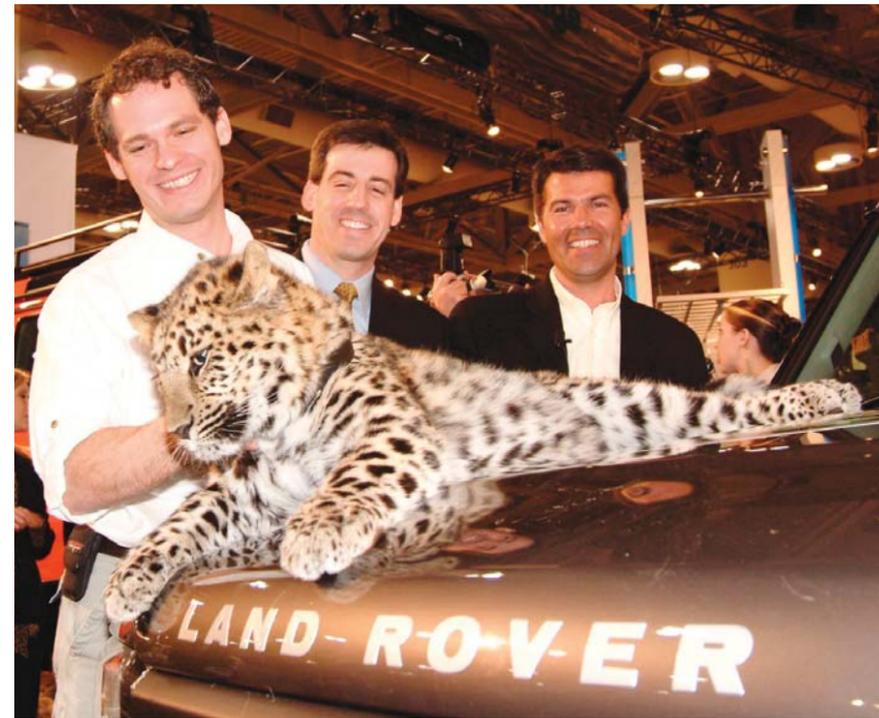


# British Off-Road Green



■ The rare Amur Leopard cub, named "Traction," at the Canadian International Auto Show in Toronto. Traction has been named as the newest member of Land Rover's 4x4 family.

"We thought that 'Traction' was a perfect name for this sure-footed native of the Russian tundra," said Jacques Parent, Vice President of Marketing for Aston Martin Jaguar and Land Rover. "Not only does it reflect the same agile characteristics as our 4X4 vehicles, but it also speaks to the objective of our campaign, which we hope will help provide increased traction for the survival of this species."

Land Rover will commit a total of \$30,000 plus the use of a Land Rover Discovery over three years to its sponsorship of the Endangered Species Fund of Canada (ESFC) and its recovery programs dedicated to saving the Amur Leopard from the brink of extinction.

Recovery programs in Canada and around the world have succeeded in saving species from extinction. However, with another species becoming extinct every 17 minutes, there are already those that have disappeared and can never be recovered again.

"With as few as 40 leopards estimated to survive in the wild, Land Rover enthusiasts have been supporting the ESFC in its effort to save the Amur Leopard since 1998," says Peter Klose, Executive Director for the ESFC. "One of the Amur Leopards' biggest threats is that few people in the world know they exist. Land Rover's involvement has been paramount in helping us raise awareness of this critically endangered species and attract the financial support these animals need!"

With the support of Land Rover, the ESFC sponsors a closely monitored captive breeding program for the Amur Leopard at Jungle Cat World Wildlife Park, perhaps the only insurance for their overall survival. Financial aid is also directed towards other programs, such as an anti-poaching team and camera-trap census project to protect those few still living in their native environment. ■

## LAND ROVER LAUNCHES NEW 'FRAGILE EARTH' POLICY

GAYDON, WARWICKSHIRE – Land Rover has published a new Fragile Earth policy, aimed at all drivers who venture off-road.

The policy outlines the company's commitment to the environment and details key Land Rover environmental practices and technologies. Fragile Earth also includes the company's Off-Road Code, commensurate with the company's "Drive Responsibly Off-Road" ethos, which encourages careful driving and the preservation of the environment for future generations. Guidelines include:

- Animals come first! All animals can be startled by a 4x4 vehicle, so be prepared either to proceed very slowly or to switch off your engine
- "As slow as possible, as fast as necessary" – this will get you through most off-road driving obstacles and minimize environmental impact
- Make sure your vehicle is fully prepared for the journey; take the appropriate tools and supplies. Ensure that your vehicle does not have any leaks, for example fuel or oil
- Be mindful of your actions, even when

you're not driving; use eco-friendly cleaning material; wash vehicles away from water courses and not in them; take all litter back home with you

The policy also announces Land Rover's collaboration with four carefully selected global environmental sponsorship partners, whose activities reflect perfectly the values of Fragile Earth. The partners are the Born Free Foundation, the Royal Geographic Society, Biosphere Expeditions and China Exploration and Research Society. More details about Land Rover's relationship with these organizations will be announced at a later date.

## LAND ROVER CANADA PLEDGES TO SAVE ENDANGERED SPECIES FROM EXTINCTION

TORONTO, ONTARIO – Land Rover Canada welcomed a new addition to its family today as part of its sponsorship commitment to the Endangered Species Fund of Canada. In support of a campaign to help save the Amur Leopard from extinction, Land Rover had the privilege of naming a one-year old Amur Leopard cub.