

AUTOMOTIVE

Land Rover takes inspiration from historic trip for off-roading experience

August 30, 2017



Land Rover's "Eastnor Explorer" experience. Image courtesy of Land Rover

By STAFF REPORTS

British automaker Land Rover is showcasing its vehicles' capabilities for navigating through nature with an expedition based on an iconic trek.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand's Eastnor Explorer series recreates the experience of a team of students from Oxford and Cambridge who drove Series I models from London to Singapore in 1955. Along with providing the thrill of off-road driving, Land Rover's expeditions will teach participants how to maneuver their vehicles through tricky terrain.

Off the road

In addition to paying homage to the 1955 journey, Land Rover's series draws from the skills sought for the Camel Trophy and G4 Challenge. Would-be drivers in these events were often put to the test at Eastnor.

Drivers who take part in the Eastnor Explorer series will be taught how to cross deep water, woodlands, mud and steep hills. Along with providing an understanding of not getting stuck, Land Rover will also provide tips to minimize any damage to nature.

Consumers can book the driving experience by day for up to three days. Each day costs 325 pounds, or about \$420, per driver, with passengers participating for 95 pounds, or about \$123.

While a minimum of two people are needed to book the excursion, which includes seven hours of instruction plus lunch, the expeditions will be capped at three people for an intimate experience.



Land Rover's "Eastnor Explorer" experience. Image credit: Land Rover

"At Land Rover we produce some of the most capable vehicles in the world, and our history in exploration is unrivalled," said Scott Dicken, Jaguar Land Rover UK marketing director, in a statement.

"What we really wanted to do with Eastnor Explorer' is teach people how to make the most of their Land Rovers, while also introducing them to the wonders of the fantastic Eastnor Estate," he said. "It's a haven for off-roading, and provides a stern test for our vehicles and their drivers.

"Land Rover is all about freedom, and with the techniques taught on our Eastnor Explorer course we hope to give people a taste of the thrills experienced during some of the world's most challenging expeditions."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.