

AUTOMOTIVE

Land Rover helps veterans trek across the UK

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Land Rover is supporting charities that help rehab injured soldiers. Image credit: Land Rover

By STAFF REPORTS

British automaker Jaguar Land Rover is highlighting its long history with the British Armed Forces by supporting a philanthropic endeavor.

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Land Rover provided two Discovery vehicles to offer resources for participants of this month's "Castle Trek." The fundraising walk, which spans more than 450 miles, supports two army charities that focus on soldier rehabilitation.

"Jaguar Land Rover is delighted to have the opportunity to support this initiative that aims to deliver awareness and funding for such a worthwhile causes," said Sue King, diplomatic and military sales manager at Jaguar Land Rover, in a statement. "We look forward to congratulating the team on this incredible achievement when they arrive in Edinburgh."

Trek support

Over the course of 10 days, six walkers journeyed from Windsor Castle to Edinburgh Castle. In an impressive display of endurance, they completed their 470-mile journey on Aug. 7.

Two Land Rover Discovery sport utility vehicles accompanied the fundraising team, starting with the kickoff at Windsor on July 29.



Land Rover Discovery SUVs accompanied the walkers. Image credit: Castle Trek

Proceeds of Castle Trek go to the Household Cavalry Foundation and Royal British Legion, both of which support the rehabilitation of soldiers' physical or mental injuries. Four of the walkers are current or former Household Cavalry servicemen.

Beyond the Castle Trek, Jaguar Land Rover also offers military personnel discounts at two specialty dealerships. Additionally, the automaker counts more than 1,000 veterans as employees.

The automaker has also worked with veterans in efforts to make mobility barrier-free.

Jaguar Land Rover is pointed to the potential of autonomous vehicles for wounded veterans with a driving experience ahead of the Invictus Games Sydney 2018.

Wounded warriors took rides in a self-driving Range Rover Sport, sharing their perspective on their needs for the technology with the automaker. As autonomous driving becomes an increasingly nearer future, Jaguar Land Rover is looking to ensure that all passengers can use self-driving cars to get around ([see story](#)).

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