

AUTOMOTIVE

Land Rover treks to the South Pole in newest episode in video series

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Land Rover features Ben Saunders in new episode. Image Credit: Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Land Rover has featured an English polar explorer in the latest installment of its "Above and Beyond" series.

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In the newest episode of the series, Land Rover places the focus on English explorer Ben Saunders as he discusses his expedition to and from the South Pole. By focusing on adventurous individuals, the series reflects the automaker's reputation for fearlessness.

Above and beyond

In 2013, Mr. Saunders and teammate Tarka L'Herpiniere set out to break the world record for the longest human-powered polar journey in history on a 1,795 mile trek over 108 days to the South Pole while facing intense cold, altitude and limited food.

The "Scott Expedition," named after explorer and naval officer Captain Robert Scott, was successfully completed in February 2014 after a 108 day journey and Mr. Saunders and Mr. L'Herpiniere entered the record book.

The expedition remains the longest polar man-haul in history and will likely remain one of the greatest stories of polar exploration ever told.

"It was a special project and has left me with some really treasured memories," says Mr. Saunders in the episode. "It was a genuine adventure."

"We went above and beyond in every sense," he says.

To the ends of the earth with Ben Saunders

The previous episode in the "Above and Beyond" series, which was released two weeks ago, featured mountaineer Kenton Cool recounting his experience reaching the summit of Mount Everest a feat he has accomplished 14 times ([see story](#)).

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