

## **LAND ROVER EXPERIENCE DRIVING SCHOOL AT QUAIL LODGE**

**Carmel Valley, CA** – Quail Lodge, the legendary 97-guestroom luxury resort located on 850 acres of lush fairways just beyond Carmel-by-the-Sea, offers the only West Coast Land Rover Experience Driving School.

Quail Lodge is home to one of four Land Rover Experience Driving Schools in North America, including programs at the Biltmore Estate in Asheville, North Carolina; Fairmont Le Chateau Montebello, near Montreal, Canada; and the most recent addition at Equinox, The Vermont Resort in Manchester Village, Vermont. The collection of Land Rover operated schools offers guests' one-of-a-kind instruction that explains and demonstrates the benefits of owning and using a Land Rover.

Quail Lodge's Land Rover Experience Driving School has more than 80 acres of hills, descents, wooded trails, rocks and other real-world obstacles to explore. The trail's level of difficulty will increase with the guest's skill level and introduce more advanced driving techniques such as winching, vehicle recovery and expedition travel or other topics they wish to explore.

Guests can climb behind the wheel of their choice of Land Rover and enjoy endless off-road obstacles including ascents, descents, side-tilts, log crossings, and rock crawls, providing a truly memorable outdoor experience. Whether it is their first time off-road or for guests with more experience, the lesson will provide elements and terrain that will increase both their off-road knowledge and ability with one-on-one instruction provided by Land Rover certified Driving Instructors.

Individual and group lessons are available and range from one-hour sessions designed to introduce off-road driving techniques in a fun environment, to half-day and full-day excursions and lifestyle programs. Corporate groups will find a wide range of programs specifically designed for meetings, corporate retreats and team building. These corporate programs range from two-hour group lessons to specifically created team building events, rescue missions and competitive events.

The Land Rover Experience Driving Schools emphasize the environmentally responsible tenets of Tread Lightly!, a not-for-profit organization dedicated to safe, environmentally responsible use of off-road vehicles.

In addition, Land Rover works closely with local authorities, government agencies and environmental groups, to ensure any impact on local environment, geography, flora and fauna is kept to a minimum.

Land Rover also is committed to design innovation that makes all products more sustainable throughout their life-cycle. A joint investment with Jaguar of £700 million in new technologies has been established to improve the environmental performance of vehicles over the next five years. The six key areas of focus are:

- Fuel economy and CO<sub>2</sub> emissions
- Tailpipe and evaporative emissions
- Materials selection
- End-of-life vehicle recycling
- Safety
- Impact on the natural environment from off-road driving

To learn more about the Land Rover Experience Driving Schools, visit [www.landroverusa.com/drivingschools](http://www.landroverusa.com/drivingschools), or call (800) 239-0533.

### **Quail Lodge**

Nestled on 850 acres in the heart of sunny Carmel Valley, Quail Lodge Resort amenities include 97 well-appointed guest rooms, an 18-hole championship golf course, swimming pool, tennis court, two restaurants, pampering spa, The Land Rover Experience Driving School and trails through the remarkably beautiful environment of lakes, lush gardens and rolling hills. Quail Lodge Resort and Golf Club is managed by The Peninsula Hotels, which operates luxury hotels in key gateways of Asia and the USA: The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila and The Peninsula Shanghai (2009).

### **Land Rover**

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, LR2 (Freelander 2), (Discovery 3), Range Rover Sport and Range Rover each define the world's 4x4 sectors, with 78% of this model range exported to over 140 countries. Land Rover employs 8,500 people and supports a further 40,000 jobs in the supply chain.

Land Rover takes its responsibility to the environment seriously. Emissions have been cut with all new models and, together with Jaguar, it is investing £700m on technology specifically aimed at reducing carbon dioxide emissions. Also, since September 2006, carbon dioxide generated by Land Rover manufacturing activities and UK customer vehicle use has been balanced through an industry leading offset program run by Climate Care.

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