

# NEWS

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## **LAND ROVER NORTH AMERICA'S FIRST WEST COAST DRIVING SCHOOL**

CARMEL, Calif. – Following the success of its Land Rover Experience Driving Schools, the company has opened its third in North America at Quail Lodge in Carmel, California.

The latest venue joins already-established Land Rover Driving Schools at Biltmore Estate in Asheville, North Carolina and the Fairmont Le Château Montebello, near Montreal, Canada.

“The driving school at Quail Lodge is a very welcome asset in the Land Rover portfolio in North America, expanding the reach of outdoor adventure and top class driving instruction throughout the western United States,” said Richard Beattie, executive vice president, marketing and sales, Land Rover North America.

“Opening a driving school on the west coast expands our school line-up providing Land Rover enthusiasts and guests of Quail Lodge an opportunity to experience our latest vehicles in an environment that fits the Land Rover lifestyle.”

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high-resolution photographs.*

The “Land Rover Experience Driving School” offers participants off-road instruction behind the wheel of the Land Rover LR3, Range Rover Sport and its flagship Range Rover. Guests are coached according to level of experience, with lessons ranging from novice to advanced. Courses take place in and around the lush surroundings of Quail Lodge.

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Individual and group courses range from a one-hour session designed to introduce the concept of off-road driving techniques in a fun environment, to half-day and full-day programs with professional instruction by a cadre of the most knowledgeable and experienced Land Rover-trained off-road driving instructors.

Obstacles and terrain vary from school to school, but all are created to demonstrate proper off-road driving techniques teaching expedition type travel covering ascents, descents, rock crawling, winching, and vehicle recovery while following the tenets of Tread Lightly!, a not-for-profit organization dedicated to safe, environmentally responsible use of off-road vehicles.

“Land Rover represents a high level of luxury and sophistication that is recognized worldwide and complements the resort experience for groups and leisure guests,” said Sarah Cruse, General Manager for Quail Lodge Resort and Golf Club.

Since Land Rover first opened its Driving School Experience in North America at The Equinox, in Manchester, Vermont in 1997 more than 20,000 customers and enthusiasts have enjoyed the benefits of taking part in a specially structured program that explains and demonstrates the benefits of owning and using a Land Rover.

To learn more about the property, visit [www.quailodge.com](http://www.quailodge.com), or call (888) 828-8787. 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.

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#### **About Land Rover North America**

*Land Rover North America is part of Aston Martin Jaguar Land Rover with headquarters in Irvine, California. Land Rover established operations in the US in 1986, and now imports and distributes Range Rover, Range Rover Sport and LR3 vehicles manufactured by Land Rover in Solihull, England. Land Rover's worldwide operations are wholly owned by Ford Motor Company, Dearborn, Michigan. For information about the Land Rover retailer nearest you, call 800-FIND-4WD or log on to [www.LandRoverusa.com](http://www.LandRoverusa.com).*

*Vehicle specifications and features are subject to change. For the latest Land Rover pricing and product information, contact Land Rover North America Corporate Communications at (949) 341-5800. Land Rover-related press releases and electronic photos of the company's products are available on-line in the Land Rover section of Ford Motor Company's news media website ([media.landrover.com](http://media.landrover.com)).*

#### **About Quail Lodge**

*Nestled on 850 acres in the heart of sunny Carmel Valley, the 97-room Quail Lodge enjoyed a comprehensive makeover in 2003, bringing new luster to all guest rooms, public areas and the spa. New facilities and amenities were added, including a new golf clubhouse overlooking the 18-hole championship golf course, restaurant, Land Rover Experience Driving School, and trails through the remarkably beautiful environment of lakes, lush gardens and rolling hills. It is located at 8205 Valley Greens Drive, Carmel, California 93923-9515. Phone: (888) 828-8787. For additional information, its website is [www.quailodge.com](http://www.quailodge.com).*

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