



JAGUAR LAND ROVER EXPERIENCE
THE PREMIUM LIFESTYLE
DESTINATION





WELCOME

Situated among 14 hectares of forest shrubland, Jaguar Land Rover **Experience** is Jaguar Land Rover's latest premium lifestyle destination.

The first **Experience** centre in the Southern Hemisphere and only the second in the world - offers visitors the unique opportunity to get behind the wheel of the impressive Jaguar and Land Rover range, all under the expert guidance of our world-class instructors.

We pride ourselves on offering experiences to a wide range of visitors - from our youngest of fans at various child-friendly activity areas, to visitors looking for thrill-a-minute drive experiences, to the most discerning business and corporate clientele in our meetings and events areas.



HOW TO USE AUGMENTED REALITY

For a rich, immersive experience while paging through this brochure, please download the Jaguar Land Rover **Experience** app from the Google Play Store or Apple App Store. When you see this icon, point your camera at the page and watch Jaguar Land Rover **Experience** come to life.

DOWNLOAD THE APP

1. To install this FREE APP, go to the Apple App Store or Google Play Store and search for Jaguar Land Rover **Experience** app.
2. Click on INSTALL.
3. The App will download (this may take a few seconds).

THE JAGUAR EXPERIENCE

There is no better way to experience the exhilaration of a Jaguar than getting behind the wheel yourself. Take your driving skills to the next level with our Jaguar drive experiences at Jaguar Land Rover **Experience**, either on the Dynamic Steering Circle, Dynamic Platform or out on the open road.

Our Jaguar experiences cover a range of driving disciplines from defensive driving and handling to skid control, slaloms and cornering.

There's something for everyone in our Jaguar Experience catalogue. If you're pressed for time, our Taster Drives are the ideal experiences to whet one's appetite. If you're looking to make a day of it, our half- and full-day experiences will have your pulse racing at every chicane, cone and turn.

Scan this QR code to find out more about our Experience packages, bookings and latest pricing.





THE LAND ROVER EXPERIENCE

Find out what our vehicles are truly capable of. With the expert guidance of our Land Rover instructors, you'll tackle a host of surfaces and obstacles, using legendary Land Rover off-road capability and technology along the way. Our range of Land Rover experiences take place either at our Land Rover Adventure Park, the Kingsley Holgate Expedition Trail (our custom-designed 4x4 off-road track), our Dynamic Platform, or out on the open road.

Experiences range from shorter on and off-road Taster Drives to half- and full-day experiences. Depending on the package, you will be exposed to different disciplines including dynamic handling, vehicle recovery and defensive driving.

You won't get closer to nature while you put your driving skills to the test on the off-road tracks before departing to Bela-Bela where, upon arrival at Adventures with Elephants, you'll enjoy an hour-long elephant interaction followed by lunch.



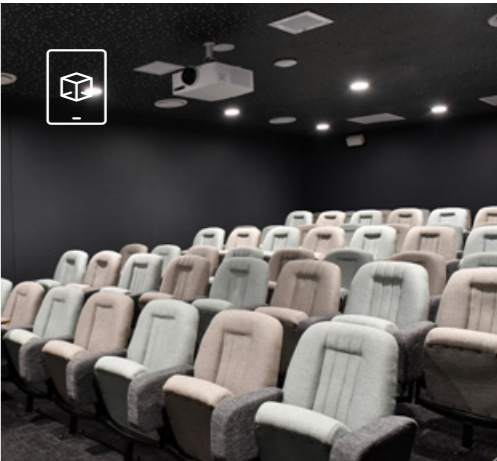
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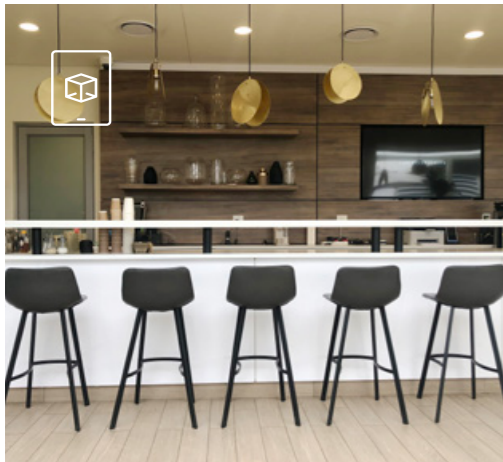
CONFERRNCING AND EVENTS

At Jaguar Land Rover **Experience**, we pride ourselves on going above and beyond to make your meetings, team-building exercises, conferences and events a premium experiences in a unique setting. We offer various conferencing, team building and events packages but if you're after something more bespoke, our in-house team of experts is always on hand to put together a package perfectly suited to your needs. All our conferencing and events solutions may be coupled with epicurean delights, courtesy of the TLC on the Track restaurant.

Our three boardrooms cater for groups of between 6 and 70 guests. With a range of seating options, the conference room can be configured to your exact needs. When it comes to catering, TLC on the Track can seat up to 110 guests for breakfast and/or lunch, morning and/or afternoon tea.

Our state-of-the-art cinema can also seat 53 delegates, making it the ideal venue for more audio-visual-heavy presentations or launches.





TLC ON THE TRACK

Situated in Jaguar Land Rover **Experience** and overlooking the urban forest surrounding the Lonehill area, guests can enjoy breakfast and lunch off our à la carte menu or help themselves on weekends to our generous and freshly prepared harvest table.

The space features a children's play area and special children's menu. TLC on the Track offers children the perfect distraction while parents enjoy a Jaguar or Land Rover driving experience, complete with their own supervised play area, Little Growlers miniature track and off-road miniature electric Defender track.

Bring your family and friends for a relaxed day next to our dynamic tracks.

CHAPMAN'S PEAK BOARDROOM

The Chapman's Peak boardroom, positioned on the first floor of Jaguar Land Rover **Experience**, seats 8 people and features a 65-inch HD 4K monitor. This boardroom offers the latest in wireless presentation technology using ClickShare – compatible with Windows, Android, iOS and Mac devices. Power and presentation points around the boardroom, as well as Qi wireless charging* pads, ensure delegates' devices are always fully charged throughout the day.

*Device dependent



SIMOLA HILL BOARDROOM

Seating up to 18 delegates, the Simola Hill boardroom features a 75-inch HD monitor and stereo audio. This boardroom also offers the latest in wireless presentation technology using ClickShare – compatible with Windows, Android, iOS and Mac devices. Power and presentation points around the boardroom, as well as Qi wireless charging* pads, ensure delegates' devices are always fully charged throughout the day.

*Device dependent



SIR LOWRY'S PASS BOARDROOM

Sir Lowry's Pass boardroom offers sweeping views of the Land Rover Adventure Park, and features a 3.5m x 2m screen, Christie HD Laser projector and cinema audio. As per our other boardrooms, this room also offers the latest in wireless presentation technology using ClickShare and presentation points.

Depending on your conference needs, the room can be configured into various seating arrangements seating up to 70 guests when used in conjunction with the Outeniqua Pass Lounge.



OUTENIQUA PASS LOUNGE

The Outeniqua Pass lounge features relaxed seating, complete with built-in charging points. The room also offers sweeping views of the Land Rover Adventure Park, and is the perfect setting for welcoming your delegates, break-away sessions and refreshment breaks. The room also features a 60-inch HD 4K screen. For conferences that require additional space for delegates, Outeniqua Pass and Sir Lowry's Pass can be configured into one large room.





TECHNOLOGY & LIFESTYLE

At the Jaguar and Land Rover personalisation lounges, guests are invited to configure their dream vehicles using a combination of intelligent paint chips and touch-screen interaction. Our guests can see their vehicle come to life on the 4K 'inspire wall' in front of them. Monitors in each personalisation lounge will offer tailored video content, all adding to a perfectly personalised experience.

For those guests wishing to take away a little more than a personalised video, our Jaguar and Land Rover Lifestyle Collection has something for everyone, available to purchase on-site.

FUN FOR THE WHOLE FAMILY

Jaguar Land Rover **Experience** offers something for the whole family. For our youngest fans, the Little Growlers track features miniature electric F-TYPES which can either be self-driven by children or remote-controlled by an adult. For older children, miniature electric Defenders can be driven on a custom-made off-road adventure track.

The indoor-outdoor play area adjacent to the TLC on the Track restaurant offers an astro-turf surface, plush playground toys and activity tables - the perfect distraction while parents enjoy a Jaguar or Land Rover driving experience. For fans with or without driver's licenses, our two hi-tech indoor racing simulators are sure to get pulses racing.





JAGUAR LAND ROVER ADVENTURE TRAVEL

For those who prefer adventures a little further afield, Jaguar Land Rover Adventure Travel is the perfect way to experience luxury destinations and unique driving experiences from behind the wheel of a Jaguar or Land Rover in exciting locations around the world.

JAGUAR LAND ROVER ICE ACADEMY

Located at the very edge of the Swedish Arctic Circle, The Jaguar Land Rover Ice Academy in Arjeplog is a surreal and beguiling, sub-zero wilderness. As serene as it is extreme, everywhere you turn presents a vista of epic proportions. The Ice Academy is your chance to experience the exhilarating thrill of driving on frozen tundra from behind the wheel of the latest Jaguar and Land Rover vehicles. Under the guidance of our expert instructors, your driving skills will be taken to a whole new level.

Guests can choose the Ice Drive package, available as either a 3-day weekend experience or a 4-day mid-week experience. This is the perfect introduction to the thrilling art of ice driving. Set against a stunning Arctic backdrop, test your limits over the various ice tracks.

The Ice Drive Advanced package, offered as a 3-day weekend experience or 4-day mid-week experience, aims more at returning guests or those with previous ice driving experience. Push a range of Jaguar and Land Rover vehicles to their limits and beyond, and make the most of one-on-one tuition in SVR performance vehicles.





LAND ROVER ADVENTURE TRAVEL

A Land Rover is destined for adventure. Whether it's epic journeys across iconic landscapes or lesser-known routes, the exhilaration of driving remains at the heart of every Land Rover Experience. That's why we created Adventure Travel – a series of thrilling self-drive holidays that offer you opportunities to explore some of the world's most beautiful destinations from behind the wheel of the latest Land Rovers. Land Rover Adventure Travel affords the opportunity to realise the full potential of our vehicles, as well as your own.

ADVENTURE TRAVEL SUB-SAHARA AFRICA

Traverse the most dramatic desert landscapes and set your sights on iconic wildlife with our spectacular itineraries for Namibia and Botswana.

NAMIBIA

Vast and mysterious, Namibia offers the best of the continent. Whether it's the oldest desert, the tallest dune or the largest population of cheetahs, it's a land filled with many wonders just waiting to be discovered. Journey through the most unmissable Namibian sights and choose from three epic tours. Visit our website for more information and to view the available tour options.

BOTSWANA

When it comes to desert beauty, Botswana knows no bounds. One of the world's most striking wildernesses welcomes you with a wealth of possibilities that cover everything from sprawling nature reserves to Africa's most celebrated wildlife.

Take your front row seats for spectacular safari sights and challenging sand track driving on the Botswana Western Tour as you traverse north from the cultural capital of Maun to your final rendezvous at one of the world's biggest waterfalls.

Should you require a more bespoke Adventure Travel package, our teams in Namibia and Botswana are always available to assist.





ADVENTURE TRAVEL MOAB

Nestled in the American Southwest state of Utah lies the city of Moab which is surrounded by thousands of square kilometres of the Canyonlands and Arches National Parks. Both feature distinct red rock landscapes, carved out by over 300 million years of storms, winds, and violent floods, and attract visitors from all over the world.

The 5-day scenic tour in the Moab desert includes highlights such as the Red Cliffs Lodge, famed and formidable Seven-Mile Rim, iconic Uranium Arch and the forboding Poison Spider Trail. Flanked by landscapes formed by the Colorado River, this adventure should provide a more than challenging test for you and your vehicle.

For more information, contact our Customer Relationship Centre on +27 12 450 4000.



CONTACT US

EXPERIENCE AND CONFERENCE BOOKINGS

+27 10 023 0462

info@experience.jaguar.co.za

info@experience.landrover.co.za

TLC ON THE TRACK RESTAURANT BOOKINGS

+27 10 023 0462

bookings@thelocalculture.co.za

JAGUAR LAND ROVER EXPERIENCE

1 Capricorn Road, Lonehill,
Johannesburg

Open from Tuesday to Sunday (excluding public holidays)

08:00 – 17:00

EXPERIENCE IN 360°



Jaguar



Land Rover



#JLRExperienceSA

