



THE ULTIMATE GLOBAL ADVENTURE

The Land Rover G4 Challenge is a global adventure competition with off road driving at its core. It is the journey of a lifetime, a thrill seeker's dream and a real test of body and mind – and it is run to support the International Federation of Red Cross and Red Crescent Societies.

The 18-month programme begins with competitor recruitment in each of the 18 participating nations and culminates in a thrilling three-week off-road driving and multi-sport adventure in the wilds of remote Asia.

“The Land Rover G4 Challenge was the best experience of my life. I mean, nothing has come close to it in terms of the enormity of it. The experience was out of this world.” – Martin Dreyer, Winner 2006.

National Selections in 2008 will see two men and two women from each participating country selected for International Selections in the UK in early 2009. There, the final 18 mixed-gender two-person national teams will be chosen for the Challenge Finals.

To get through, contestants will have tackled mental and physical challenges that will test people from any walk of life – from the experienced athlete racer to the office worker with a passion for adventure.

It's all about mixing up different abilities – so strategy is as important as strength, as train engineer and UK 2006 competitor Brian Reynolds admits.

“I never realised how competitive I was until I got to the selections. There was no need for me to be nervous because I trained so hard and knew that even if I could not be physically stronger, I just had to be smarter than the rest!” – Brian Reynolds, UK competitor 2006.

The Challenge Finals are the ultimate culmination of an adventure journey as, over three demanding weeks in some of the world's most spectacular and demanding urban to wilderness locations, the lucky few will be pushed to the limit.

Every day, competitors strategically plan their route to the end-of-day camp and work together to navigate through the tough terrain while taking on compulsory and voluntary competitions involving mental tests and physical activities.

Competitors can expect to encounter challenges like abseiling from bridges into waiting kayaks or racing upstream for 2km before a set of short sprints and a series of mental aptitude tests – with the winner taking home an incredible experience... and a Land Rover for their National Red Cross or Red Crescent Society.

It's the perfect mix of travel, adventure and endurance – as Australia's 2006 competitor Alina McMaster can confirm.

“I don't know any other event where you are doing all these sorts of things. You get so many different great fun things to do. That's why I loved the Challenge so much. It was the perfect competition.” – Alina McMaster, Australian competitor 2006.

<http://www.landroverg4challenge.com>