

## CLIMATE CARE, LAND ROVER G4 CHALLENGE AND THE ENVIRONMENT



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**The Land Rover G4 Challenge has always made a strong commitment to deliver a carefully considered environmental management programme. This will continue for the 2008/09 Challenge, which will again promote responsible off-road driving with respect for the natural and cultural environment.**

The competition concept encourages teams to minimise the impact, with an environmental specialist employed to analyse the route from start to finish and relevant authorities fully involved where required. Strict environmental protocols are followed at camp and competitors are given a full environmental briefing, and each Challenge location is returned to its original state once the Challenge has passed.

The event is designed with careful consideration for the environment at all times and is fully aligned with Land Rover's environmental commitment, ensuring all CO2 emissions are fully offset through Climate Care. These commitments to leave a neutral environmental impact coupled with the support for the International Red Cross and Crescent Societies will ensure that the 2008/09 Land Rover G4 Challenge leaves behind nothing but a positive lasting legacy.