

Land Rover takes to the slopes

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Land Rover has announced its appointment as the Official Vehicle Partner to Snowsport GB, the British Alpine Ski Team and the British Snowboard Team.

As Official Vehicle Partner, Land Rover will provide all team members - including Britain's number one female down hill skier, Chemmy Alcott together with Finlay Mickel and brothers Alain and Noel Baxter - with a fleet of Discovery 3s and Range Rover Sports to support them during the World Cup season.

"As a British brand, we are delighted to be able to support the best of British skiers and snowboarders in their pursuit of World Cup victory," commented John Edwards, managing director for Land Rover UK. "Land Rover vehicles provide the ultimate capability required to ensure that the team members can travel safely and comfortably between competitions, often through treacherous snowy conditions."

Mark Simmers, chief executive of Snowsport GB added: "Control, precision, strength and determination are what it takes to be a high performance athlete in snowsport disciplines - therefore the Land Rover sponsorship of the British Ski and Snowboard teams couldn't be a better match. Both the athletes and the vehicles have to go beyond normal limits every day. Our teams travel constantly throughout Europe to competitions and Land Rovers are the perfect vehicles for the job."

Both Range Rover Sport and the Discovery 3 come fully-equipped with Land Rover's patented Terrain Response, permanent four-wheel drive, Hill Descent Control, low-range gearbox and Dynamic Stability Control.

The Discovery 3 is available from £27,315 and the Range Rover Sport from £35,750 on the road. To book a test drive visit your local Land Rover dealership or log onto landrover.co.uk.