



EXPERIENCE

OUR CENTRES FOR EXCELLENCE



When it comes to booking an off-site meeting room or organising a conference venue, Jaguar Land Rover Experience Centres can bring a unique and distinctive character to your corporate events. As well as our excellent meeting spaces, we also have the ability to offer unique, individually tailored team building events.

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Each of our centres has the same qualities of excellence, performance, innovation and style that have made Jaguar and Land Rover such enduring successes. For our corporate experiences, we set ourselves the challenge of creating truly inspiring days for everyone.



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OUR CENTRES

A COMBINATION OF WORK AND PLAY



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**LAND ROVER EXPERIENCE
CORPORATE EVENTS**



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WHAT YOU CAN LOOK FORWARD TO

Our conference and meeting spaces with built-in technology create a conducive environment for seminars, workshops and corporate functions.

Break-out areas are ideal for smaller discussions and group activities.









Our friendly and helpful teams are on hand to assist and tailor the experience to your needs.

Conquer driving challenges with your colleagues and learn about your own capabilities and each other's as you push the limit of our vehicles.

Experience the whole process of how our cars are brought to life – from the moulding of sheet metal to those intricate final touches.

A perfect combination of work and play, fuelled by our excellent food and dining facilities.



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OVERVIEW

EASTNOR:

Set in 5,000 acres of woodland. An extraordinary venue with a focus on team building and the great outdoors.

SOLIHULL:

The Home of Land Rover. An inspiring meeting space rich in automotive history, where you can incorporate a manufacturing tour or driving experiences.

LIVERPOOL:

















A unique conference space where you can see into the heart of the Jaguar Land Rover manufacturing process.

CASTLE BROMWICH:

Our largest conferencing venue, with a fully flexible theatre space that can accommodate up to 300 guests.





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MAP

EASTNOR:
 01531 638 777
eastnor@landroverexperience.com









SOLIHULL:
 0121 700 4619
solihull@landroverexperience.com

LIVERPOOL:
 0151 448 4023
liverpool@landroverexperience.com

CASTLE BROMWICH:
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castlebromwich@jaguarexperience.com





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WORK AND PLAY

A TRULY INSPIRATIONAL COMBINATION OF WORK AND PLAY

Jaguar Land Rover Experience Centres are designed to inspire imaginations and motivate minds. We believe that when people are engaged, stimulated and challenged, they give their absolute best. And when people are having fun as well as learning, the experience stays with them for longer.

“Professional from start to finish, welcoming coffee and a very professional driver. Inspired everyone on the team.”

Jim Smith,
Marketing Manager, Google

“The performance driving definitely taught us something about keeping our composure.”

Louise Jones,
Virgin Holidays





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CONFERRING & EVENTS

From small meetings to large fully catered conferences we make sure every event is a tour de force. Our meeting rooms boast state-of-the-art technology and our catering brigade provides refreshments and menus featuring freshly prepared local produce. All of which leave you free to concentrate on your day's activities.





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CATERING

We know how important the right fuel is for high performance. Whether you're looking to host a motivating, productivity-boosting lunch or a celebratory feast, we put the same passion and attention to detail into our catering as our engineering. From elegant galas to casual gatherings, we'll devise a flavourful menu to make your event a success.



MEETING SPACES

Each venue is able to offer a range of meeting spaces. But we're not just talking about rooms. If you want to hold your event outdoors, we can do that. Our Nordic tipi in the heart of the Eastnor estate can be used as an outdoor conference space for up to 40 guests, or as a flexible hospitality space during team building events. Or, if you're looking for a meeting space that's a little out of the ordinary, our Solihull Bodyshop foyer can host a reception for up to 100 people.

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TEAM BUILDING









At Jaguar Land Rover, team building is central to our success. We offer driving and non-driving team building activities designed to harness the power of your creativity. Our driving challenges will test your limits and squeeze that extra bit of performance from you. Believe us, nothing quite brings people together like a team challenge to drive a Land Rover over a treacherous ravine crossing.



MANUFACTURING TOURS

A tour of our award-winning manufacturing plant during your day can open minds and inspire new ideas. You will have the unique chance to experience our streamlined processes first hand. At venues where this is available we would recommend you include time for a tour in your meeting schedule to take advantage of this extraordinary opportunity.



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TAILORED & BESPOKE EVENTS

Whether you're looking for a driving activity that puts you behind the wheel of the latest Land Rover Discovery or in a top-of-the-range Jaguar, from team away days to reward and recognition events, we have the ability and local expertise to offer a unique solution for you and your guests. We believe that the key to making sure your event is a success is our highly flexible service. When you hire our conference rooms and facilities, you can add a manufacturing tour or off-road drive as part of the day's schedule. From hotel recommendations and taxi bookings, through to restaurant reservations and local activities and interests, our teams are always happy to help.



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EASTNOR

Eastnor Castle is the original Land Rover testing ground. For over 50 years, we've trialled every new vehicle's capability on Eastnor's 5,000 acre estate. For corporate days, conferences and team building events, Eastnor offers a truly unique and inspiring venue.



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CONFERENCE SPACES

ROOM	GUEST CAPACITY	STYLE
Green Room	4	Informal / Break-out room
Crathorne Room	10	Boardroom
Wadley Room	10	Boardroom
Hervey-Bathurst Room	24	Boardroom Theatre style
Outdoor Tipi	60	Team building area Theatre style

TEAM BUILDING

We offer a range of Land Rover vehicle-based team building activities, such as blindfolded driving and obstacles courses. Your off-road driving day could include bridge building, as well as winch and recovery. We can also organise various outdoor activities such as archery, clay pigeon shooting, ferret racing, falconry, and duck herding. As well as breaking up your day and being great fun, our activities are designed to develop skills and strategies that help create stronger, more effective teams.

AUDIOVISUAL FACILITIES

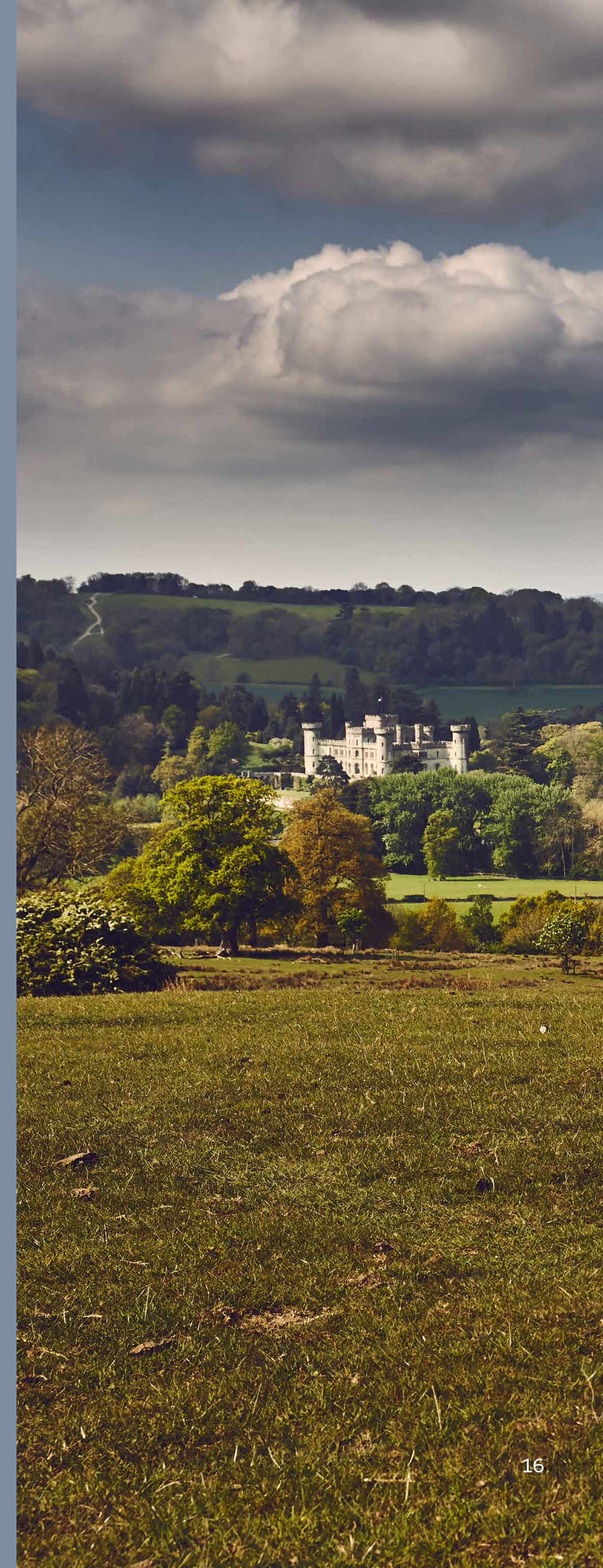
- ClickShare wireless connectivity to facilitate projection onto HD screens from multiple laptops
- Free Wi-Fi
- Conference phone

CATERING

- On-site caterers will be on hand, offering locally sourced produce. Menus are available upon request
- Fresh sandwich platters
- Hot buffets
- Outdoor catering
- BBQs
- Pig roasts
- Big pan cooking

SPECIAL FEATURES

- Our Nordic tipi tent in the heart of the Eastnor estate brings a new dimension to your conference or meeting. With furniture and power, it offers a remarkable outdoor space for approximately 40–60 guests. We often use the tipi as a centre for outdoor team building events or as a hospitality venue during drive events. There’s no doubt that any event hosted in our Nordic tipi is going to be memorable
- Free parking included





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SOLIHULL

Our Solihull centre is the spiritual home of Land Rover. For over half a century, this is where Land Rover has relentlessly pursued its goal of producing the best SUVs in the world. As a meeting and corporate events venue, this passion to achieve extraordinary things will inspire your day.



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CONFERENCE SPACES

ROOM	GUEST CAPACITY	STYLE
Training Suite	20	Boardroom style
	24	U-shape style
	34	Cabaret style
	45	Theatre style
Theatre	40	Available if the building is booked for exclusive use
Bodyshop 3 Foyer	Accommodates 100	Available as an informal networking area, not for meetings

TEAM BUILDING

We have a range of Land Rover driving-based activities designed to foster a strong team. Each of our activities has been created to bring out different skills and qualities. “Blindfold Driving”, for example, demands absolute trust in your teammate as you negotiate a route with a navigator and a blindfolded driver. “Ring-Fenced” requires excellent team communication skills to turn a vehicle through 180 degrees in a slightly too tight space. In “Train Tracks”, teams are set a problem-solving task to rebuild sections of track and drive a vehicle across a course. All these – and other great activities – create a memorable and rewarding day, that’s also an enormous amount of fun.

AUDIOVISUAL FACILITIES

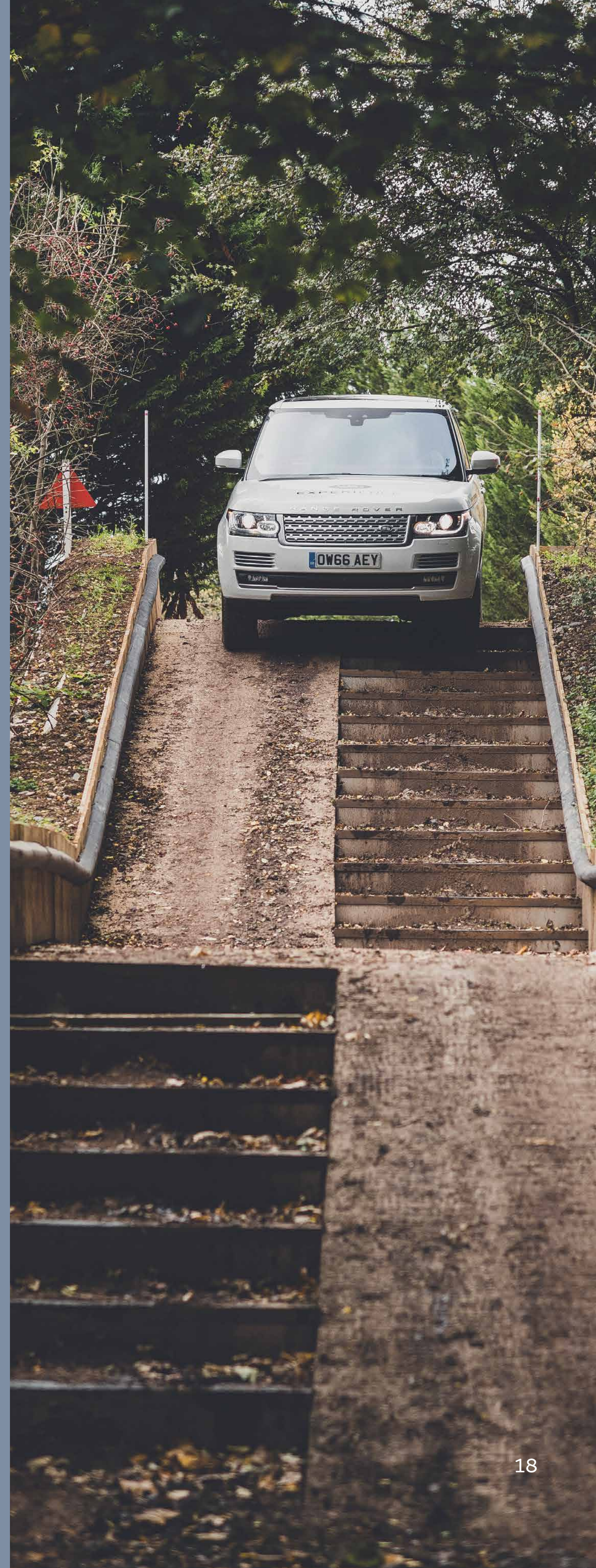
- ClickShare wireless connectivity to facilitate projection from multiple laptops
- Free Wi-Fi
- Conference phone

CATERING

- Refreshments including tea, coffee, orange juice, soft drinks and water
- Breakfast rolls
- Light lunch
- Sandwiches, crisps, fruit and baked goods
- Working lunch – selection of sandwiches and finger food
- Executive lunch – hot fork buffet

SPECIAL FEATURES

- Land Rover’s Solihull plant is a world-class example of modern manufacturing and production. Its state-of-the-art processes and systems are both innovative and inspirational. As part of your meeting or event, a tour of our manufacturing plant can inspire new ideas and open minds to more creative thinking
- Free parking included
- Good transport links – 10 minutes from Birmingham Airport, Birmingham International train station and the M42











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LIVERPOOL

When you host your conference, corporate event or team building activity at our Liverpool centre, you'll have the opportunity to immerse yourself in the Jaguar Land Rover culture; an environment of high achievement, inspiration, creativity and excellence that will add a unique element to your day.



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CONFERENCE SPACES

ROOM	GUEST CAPACITY	STYLE
Dynamic	24	Theatre style
	12	U-shape style
Pure	96	Theatre style
	42	Classroom style
	63	Cabaret style
	80	Lunch / Dinner style
Theatre	63	Cabaret style
	150	Theatre style
Prestige	112	Lunch / Dinner style
	20	Theatre style
Reception	8	Boardroom
	100	Theatre style
	88	Lunch style
	114	Dinner style

TEAM BUILDING

Our Liverpool centre has developed a range of team-building exercises that are designed to develop different collaborative and communication skills. “Bullseye” requires accurate communication as team members give directions to a driver. Sounds simple, until you realise that the vehicle is on an alarming tilt, and drivers must keep their nerve and follow instructions. “Speak No Evil, See no Evil” requires absolute trust in each other as a blindfolded driver is directed around a course. There are also Land Rover themed mental challenges that focus on building creativity and teamwork. Of course, the most important element of all these games is to have fun whilst developing new skills.

AUDIOVISUAL FACILITIES

- ClickShare wireless connectivity for projection from multiple laptops
- Free Wi-Fi
- Conference phone

CATERING

- Refreshments including tea, coffee, orange juice, soft drinks and water
- Breakfast, including pastries, bacon rolls etc. (vegetarian options available)
- Light lunch consisting of sandwiches, wraps, etc.
- Hot/cold buffets
- Exclusive lunches

SPECIAL FEATURES

- At Land Rover Experience Liverpool, you can immerse yourself in the complete Land Rover experience. Our manufacturing tour will take you right into the heart of our award-winning plant, with one of our expert guides talking through the lean system assembly process from start to finish
- Close location to Liverpool city centre
- Excellent location with easy access
- Free parking included





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CASTLE BROMWICH

Castle Bromwich offers our largest and most flexible conference facility catering for up to 300 guests. Conferences, corporate events and team building days take on a special significance at Castle Bromwich. This is where one of the most prestigious and iconic British brands is created. As well as our world-class conference facilities, you'll be able to enhance your event with driving experiences and manufacturing tours.



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CONFERENCE SPACES

ROOM	GUEST CAPACITY	STYLE
Boardroom	22	
Studio	26	U-shape style
	49	Cabaret style
	63	Dining style
	120	Theatre style
Balcony	28	Dining style
		Lounge style
Spitfire room	28	Cabaret style
	42	Dining style
	60	Theatre style
Reception	117	Dining style
		Break-out area
Theatre	147	Cabaret style
	162	Dining style
	300	Theatre style

Room size and layout details available on request.

AUDIOVISUAL FACILITIES

- ClickShare wireless connectivity for projection from multiple laptops
- Free Wi-Fi
- Conference phone
- Sound system and mixing decks

CATERING

- Refreshments including tea, coffee, orange juice, soft drinks and water
- Breakfast rolls
- A selection of pastries
- Light lunch
- Working lunch
- 3 course lunch
- Executive lunch -hot fork buffet
- 3 course dinner
- Bespoke requirements on request

SPECIAL FEATURES

- Home of Jaguar - In Jaguar's state-of-the-art factory, guests witness hundreds of robots working in perfect accord with talented craftsmen to produce cars from the inspirational Jaguar range
- Flexible conferencing space, perfect for product launches and award ceremonies
- Free parking included
- Close location to Birmingham city centre. Just a 12-minute drive to Birmingham Airport





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MEET THE TEAM

We consider everyone on the Jaguar Land Rover team as a friend and a valued member of the Jaguar Land Rover family. Our event organisers have a wealth of experience so, in return, meet your particular requirements, and ensure that everything runs as smoothly on the day as a perfectly tuned V8. Our professional and dedicated catering teams will look after your every need with skill, expertise and excellent food.

As well as knowing how to get the best out of our vehicles, all our instructors also know how to pass on that knowledge in a clear and inspiring way to get the best out of you too.

Because when the going gets tough (and believe us, it will) you really do need a calm expert instructor at your side who's seen it all before.

Our manufacturing tour guides are not only highly knowledgeable, they are also brimming with infectious enthusiasm. They'll make your tour fascinating as well as informative.



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DRIVE THE WORLD

China, Russia, the Middle East, South Africa, Europe, North America or the UK. Take your pick of the many Experience Centres across the globe and make your driving adventure a truly international affair.

jaguar.com/experience

landrover.com/experience

MANUFACTURING TOURS

MAKING OF AN ICON

See how our vehicles are made with a behind-the-scenes tour at one of our UK plants in either Liverpool or Solihull. Watch skilled craftsmen and perfectly choreographed robots working together, as our team of dedicated experts guide you through the manufacturing process.

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ADVENTURE TRAVEL

A WORLD OF EXTRAORDINARY JOURNEYS

Explore some of the world's best kept secrets in the heart of some of the most beautiful lands. Choose from locations such as Sweden, Moab and Namibia for a unique adventure that you'll want to experience again and again. For a list of the latest destinations, visit:

jaguar.com/experiencesweden

landrover.com/adventuretravel

