

EXPERIENCE
EASTNOR



ABOVE & BEYOND



Land Rover Experience offers unique adventures that allow you to immerse yourself in the all-terrain capability of Land Rover. Our Experience Centres provide the perfect setting for you to push both our vehicles and yourself to the limit. Conquer the muddy climbs, drops and hazards of an exhilarating off-road course, in stunning surroundings.



WELCOME TO LAND ROVER EXPERIENCE EASTNOR

Located in the grounds of the Eastnor Castle estate, Land Rover Experience offers guests the opportunity to drive the carefully managed off-road trails in an area of outstanding natural beauty.

With over 66 miles of tracks, an adventure is guaranteed. From steep slippery inclines, mud and ruts to open ground and deep water, the terrain here is so varied and challenging that it will encourage drivers to push both themselves and the latest Land Rover vehicles to the limit. An expert Land Rover Experience instructor is there to help you develop your skills.

Eastnor has been used for decades as a secret test facility to refine and test the off-road capability and technology for every new Land Rover. Whether you're tackling a half-day experience or taking a professional training course in winching and recovery. Eastnor's high clay content soil is fine and clingy making it a perfect place to test a Land Rover's off-road capabilities.

Many guests come for the off-road challenges, but Eastnor also offers bespoke corporate hospitality and team building packages with a unique twist. Eastnor castle is the perfect lunch location with a difference and a wide variety of activities in the grounds including falconry, clay pigeon shooting and even duck herding.

WHAT YOU CAN LOOK FORWARD TO

Over 5,000 acres of grounds and 66 miles of tracks located on the Eastnor Castle estate.

A wide variety of off-road challenges, from narrow woodland tracks to water hazards and steep slopes.

Our expert instructors, all of whom have a wealth of knowledge and specialist expertise about the latest Land Rover vehicles.

A choice of meeting rooms from a 24-seat boardroom to a garden lounge.

Team-building challenges and activities including country pursuits and off-road driving.

Night Drives including outdoor meals by the bonfire throughout the winter.



MUD



FIND YOUR PERFECT LAND ROVER EXPERIENCE

TASTER EXPERIENCE

With no previous experience required, this is the perfect introduction into the exciting world of off-road driving. Under the expert guidance of our instructor, we'll help boost your skills, confidence and nerve as you experience a series of inclines, descents and water wading from behind the wheel of a trusty Land Rover.

1 hour

Refreshments included



HALF DAY EXPERIENCE

Develop your driving skills and gain a greater understanding of vehicle control, obstacle handling and assessing different environments. Navigate steep inclines, descents, side slopes and streams, testing Land Rover capabilities and your own.

3 hours

Refreshments included





FIND YOUR PERFECT LAND ROVER EXPERIENCE

FULL DAY EXPERIENCE

Explore more challenging terrain and longer drives with this unforgettable 7-hour adventure. Navigate various off-road elements with a qualified instructor to gain a higher level of confidence that will prepare you for real world environments.

7 hours
Lunch & refreshments included



ADVANCED EXPERIENCE

The Advanced Experience is an immersive full-day's training in driving techniques for experienced off-roaders, explorers and adventurers as well as those guests who have already taken other Land Rover Experiences. It includes the very best that Eastnor's slippery terrain can throw at a vehicle, including steep inclines, deep water, roller beds, rock crawls, bridge crossings. You will learn advanced driving techniques, practical tips and recovery skills.

7 hours
Lunch & refreshments included



EASTNOR EXPERIENCES

EASTNOR EXPLORER

Re-ignite the explorer in you on the world's most historic and challenging Land Rover tracks off road trails. The Eastnor tracks are steeped in history, having been used to test every Land Rover product ever made, and they are still in use for testing today. The Eastnor Explorer offers skills, fun and excitement, with a real tangible taste of expedition adventure.

Explorer is the closest you'll come to actually doing the real thing. Delivered as a progressive journey set over 3 full days, our intrepid Explorers will tackle deep water, dense woodland, steep hills and thick mud. The ultimate goal being to build and drive across a bridge. Recreating those early explorers of days gone by.

Over 3 Days (either consecutive or separate)

Lunch & refreshments included



CORPORATE DAYS – A UNIQUE EXPERIENCE FOR ALL

From meetings to team building, off-road driving, we tailor our corporate days to meet your exact requirements. Fun and inspiration guaranteed. Call our Events Team on 01531 638 777 to discuss further.

TEAM BUILDING

Our team building days don't just offer driving experiences, but also mind puzzles and physical challenges to really get your team working together.



TAILORED EVENTS

Whether you're looking for an off-road driving activity in a top of the range Land Rover, or a group package, we have the ability and local expertise to offer a unique solution for you and your guests. From hotel and taxi bookings through to restaurant reservations and local delights, our team will be happy to help.

CONFERENCING

From small meetings to large fully catered events, we go 'Above and Beyond' to help you deliver the ultimate conference.

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

Jim Smith, Marketing Manager Google





MEET YOUR EXPERT TEAM

Professional, dedicated and very, very experienced. That's why every member of the Land Rover team is a valued member of the Land Rover family.

Not only do they know how to get the best out of our vehicles, they also know how to pass on the benefits of that knowledge in a clear and comprehensive way to get the best out of you too. Because when the going gets tough (and it will), there's nothing more reassuring than looking over to see a calm face who's seen it all before.

At Land Rover, we know that when it comes to understanding world-class vehicles, you need experts who are in a class of their own.



ROCKS



HOW TO FIND US

DIRECTIONS

Leave Ledbury on the A449 toward Malvern and after 1.5 miles turn right on the A438 to Eastnor. In the village of Eastnor the road deviates to the left with the Castle gates straight ahead.

Do not enter the gates but turn right at this junction. The Bothy car park will be found on the left after 0.5 mile.

SAT NAV USERS

We strongly recommend customers approaching along A417 (including those leaving the M50 at Junction 2) travel through Ledbury town centre to avoid Clencher's Mill Lane, a notoriously narrow lane with a ford crossing which can feature in some Sat Nav directions. Thank you for your co-operation, it helps Land Rover Experience minimise any impact of our operations on residents in the area.

GPS

Latitude: N 52° 01' 47"
Longitude: W 02° 23' 25"

ACCOMMODATION

There are several hotels within a 10-minute drive of the venue. Please take a look at our website for our recommendations on where to stay or ask a member of the reception team for more information.

GENERAL ENQUIRIES

Email: eastnor@landroverexperience.com
Phone: 01531 638 777 (local call rate)



LAND ROVER EXPERIENCE EASTNOR

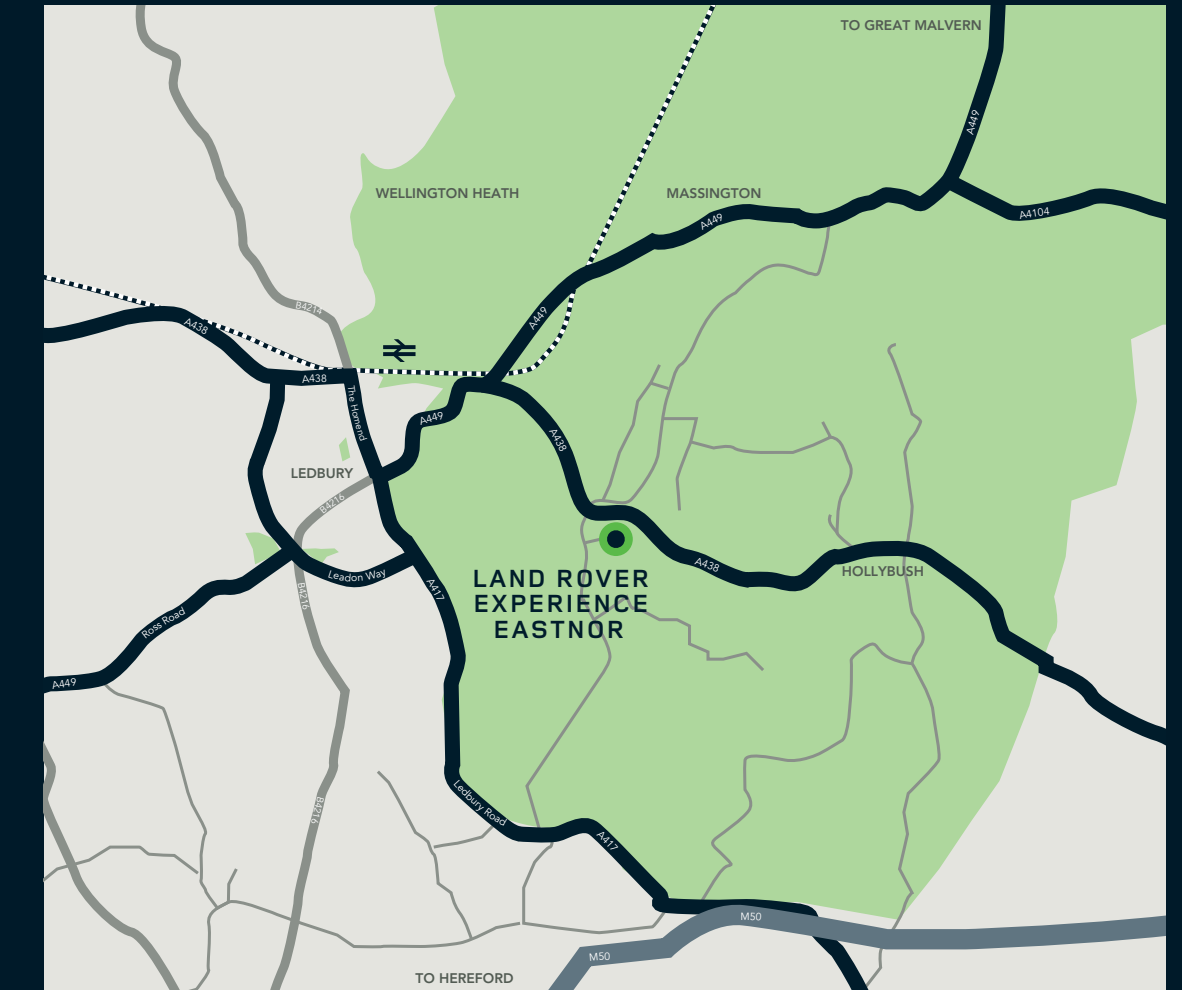
The Bothy
Eastnor Castle
Eastnor
Ledbury
Herefordshire
HR8 1RL

OPENING HOURS

Monday to Saturday: 09.00–17.00

Sunday: Closed

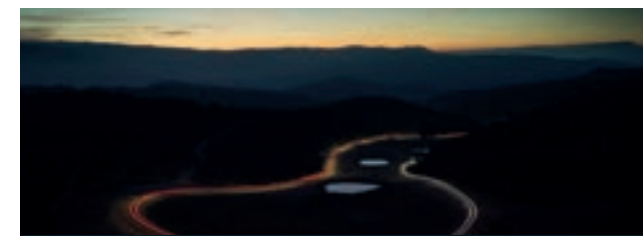
We are closed on Bank Holidays.



EXPERIENCE MORE



EXPERIENCE CENTRES



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.

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 at work as our team of dedicated experts guide you through the manufacturing process.

landrover.com/experientetours

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 destinations such as Namibia, Utah or Sweden for a once-in-a-lifetime adventure holiday that will stay with you forever.

For a list of the latest destinations, visit landrover.com/experienceadventuretravel

DRIVE EXPERIENCE FREQUENTLY ASKED QUESTIONS

Am I eligible to take part in a Land Rover Experience?

As long as you are eligible to drive on UK roads you can drive on our tracks. A full UK or international manual driving licence is fine as long as you don't have more than 6 points on your licence. You must have had your licence for more than 12 months and be 18 years old or above. You will always have one of our experienced instructors with you, to instruct and advise you on any questions.

Should I bring my driving licence?

Yes, please bring your driving licence on the day to be checked. The pink photocard is what we need, however if you still hold the paper licence only, please bring this plus a valid form of photo ID. If you're only taking part as a passenger in an experience, there's no need to bring your licence. Please note that you will not be permitted to drive on the day until you show your licence or we have confirmed that you have a clean licence.

What do we do on a Half Day Experience?

The Half Day Experience can be shared with one additional driving guest and will start with your instructor giving you some information about the fundamentals of off-road driving and the principles of four wheel drive technology. This will set you up for a great adventure, exploring our tracks and giving you new skills to take home with you.

Can I upgrade my experience or pay for extra experiences on the day?

Please speak to our team in advance and they will do their best to accommodate any additional requests depending on vehicle and instructor availability.

What do we do on a Full Day Experience?

Our Full Day Experience will start with your instructor taking you through the principles of Off-Road driving and four wheel drive technology. You will then spend the rest of the day testing your new skills with the comfort and reassurance of knowing that your instructor is there to always help and advise you as you make your way through our 66 miles of tracks. There is a new pricing strategy for exclusive use of a vehicle, please contact us to find out more.

How long will I drive for?

This is dependent on the Experience that you choose and the number of guests in your vehicle. Off-road driving can be quite tiring, so sharing your driving time can be a good idea.

Can I bring a friend?

Yes of course. Passengers are chargeable however. Costs will vary, depending on the Experience that you have selected and should be booked with your Experience.

Can I buy food and drink on the day?

All of our catering is booked in advance. Lunch is included in our packages if you are with us for the whole day. There are also places to eat locally. Please ask a member of staff for details.

Can I take photos?

You are welcome to take photos and videos when you are out and about on our tracks. We love to see your photos on Facebook, Instagram and Twitter, so please tag us when you post them.

If I'm not driving, will I be able to watch?

Due to the nature of the activities the off-road tracks are off limits for unaccompanied guests.

What if I crash the car?

You will have an instructor with you at all times, who will constantly assist you to keep the vehicle and passengers safe and sound. In the unlikely event that there is damage to the vehicle, this is covered by our insurance.

Can we drive in all weathers?

We will operate in all weathers – as we love showing off the capability of our vehicles. The weather may influence our choice of tracks in extreme cases, but we have so many tracks to use, your experience would not be compromised.

Can I bring children?

Yes, children over the age of 5 years are welcome. Please contact the centre to discuss further requirements.

Can I take part if I have back problems, heart conditions or if I am pregnant?

Whilst all of our team are First Aid trained, we would advise those guests with back and neck problems against driving off road. Guests with heart conditions and those who are pregnant are also advised that taking part in an off-road experience is at your own risk. If you have any medical conditions that your instructor should be aware of, please let them know.

Can I buy Land Rover merchandise on the day?

Absolutely, we have an excellent shop with a range of Jaguar and Land Rover items available.

Where do I park?

Once you arrive at the centre a member of the team will advise you where is best to park.

What should I wear?

It is essential that you wear appropriate, closed toe footwear for driving, please do not wear flip-flops or heels. You will not be permitted to take part in driving experiences wearing inappropriate footwear. Comfortable, casual clothes are recommended. Dress for the weather and bring a coat in case you want to get out of the vehicle to take photos.

Will I be briefed?

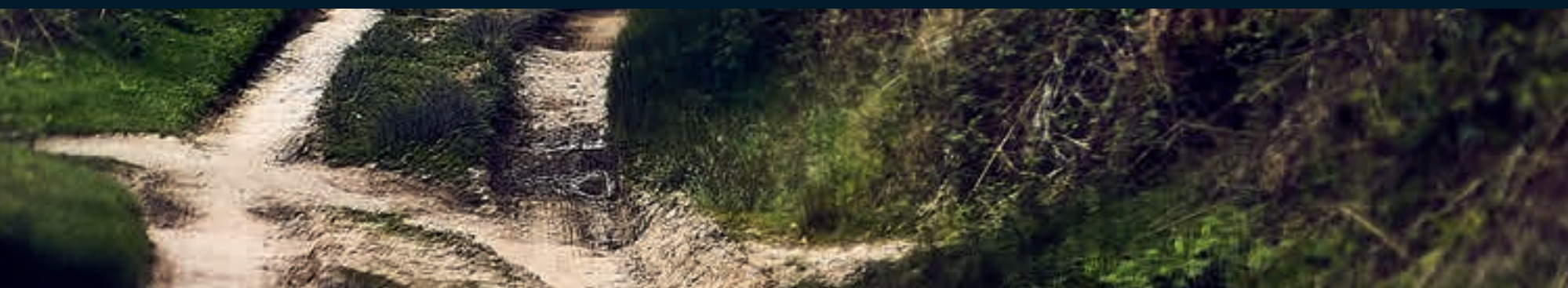
Yes, don't worry – you'll have a full briefing when you arrive for your Land Rover Experience. We will cover all aspects of Health and Safety, as well as technical and driving skills information to help you get the most out of your time with us.

What if I haven't driven for a while?

You will always be accompanied by one of our instructors, who'll help you brush up on your driving skills, and show you which way to go.

What if I have a special accessibility requirement?

To discuss special accessibility requirements, please call our team on 01531 638 777.



EXPERIENCE

EASTNOR – PACKAGES AND PRICES



MUD AND RUTS

Taster Experience:

£129 per driver / £15 per passenger.
1 hour – Refreshments included

Half Day Experience:

£225 per driver / £49 per passenger. £450 for 1 to 1 Tuition
3 hours – Refreshments included

Full Day Experience:

£549 exclusive use of vehicle + £25 for an additional driver
7 hours – Lunch & refreshments included

Advanced Experience:


£595 exclusive use of vehicle + £25 for an additional driver
7 hours – Lunch & refreshments included

EASTNOR EXPLORER


£599 exclusive use of vehicle per expedition, with room for up to 3 intrepid explorers
7 hours per visit - 3 day package available – Lunch & refreshments included

BOOK AN EXPERIENCE

To book an experience or to find out more please contact us on.

 landrover.com/experienceeastnor

 eastnor@landroverexperience.com

 01531 638 777



EXPERIENCE

landrover.com/experience

Adventure awaits. Share yours. **#LandRoverExperience**