



MEDIA INFORMATION

Land Rover Ambassador Sir Ranulph Fiennes and Bear Grylls Crown Next Generation Explorer

- Young explorer Alex Woodford, 22, triumphs in snow laden adventure challenge which celebrates 25 years of Land Rover Discovery
- As Land Rover's first Next Generation Explorer, young British winner to be mentored by daredevil adventurer Bear Grylls

Geneva, Switzerland, 7 March 2014 – Ahead of this year's Geneva motor show and after 24 hours of snow, sweat and tears in the five-part Discovery Adventure Challenge, Sir Ranulph Fiennes hands over the baton of exploration to Alex Woodford, 22, from Leicestershire, as she is crowned Land Rover's Next Generation Explorer.

Seasoned adventurer Bear Grylls will now mentor Alex, a member of the British Exploring Society, as her prize. As the winner she will participate in an epic adventure where she will experience first-hand the survival skills made famous by Bear.

Winner Alex showed true skill, stamina and determination as she battled through the epic competition which was held in the mountains of Megève, France and overseen by Ben Saunders, fresh from completing The Scott Expedition. Testing challenges included a technically demanding slalom drive on the slopes, a test of strength and technique with a 180kg sled pull, and a fast and furious kayak race across Lake Geneva.

Sir Ranulph Fiennes, Ben Saunders, Hannah White, Kenton Cool and Eric Loizeau all experienced the skills of each young explorer as they rotated amongst them during the Challenge. After a nail-biting finish, the ambassadors voted for the winner and crowned Land Rover's Next Generation Explorer.

Alex was chosen unanimously by the judges after displaying strength, technique and courage throughout the challenges.

Sir Ranulph Fiennes commented, “Alex exhibited the true spirit of adventure. Throughout the competition she met each challenge head on, yet with a cool, calm and collected demeanor that eventually helped her win the title of Next Generation Explorer. I am extremely excited to see what lies ahead for Alex. With the guidance of Bear and Land Rover I predict she will go on to achieve great things.”

Alex said, “I can’t describe how incredibly excited I am to have received the accolade of Land Rover Next Generation Explorer. It was an honour just to tackle the challenges alongside such iconic adventurers as Ranulph and Ben, let alone be selected by them. I am incredibly proud and can’t wait to get started on my next challenge.”

Jaguar Land Rover Global Brand Experience Director Mark Cameron added, “I am delighted to announce Alex as the winner of our first ever Discovery Adventure Challenge. All of the competitors showed the true spirit of going Above and Beyond, which lies at the heart of the Land Rover brand. I believe that Alex will go on to join the impressive line-up of Sir Ranulph Fiennes, Ben Saunders, Eric Loizeau, Hannah White, Kenton Cool and Bear Grylls, who have all achieved incredible feats across the globe.”

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