

Our responsibility to the environment

Land Rover is committed to protecting the environment – and that means we ensure sound practice in all of our activities. An environmentally conscious approach informs the design of our vehicles, our manufacturing processes, and our promotion of responsible off-road driving. Believing that future generations should be able to enjoy what we enjoy, we have extended our long-term commitment to several global conservation projects located in some of the planet's most inhospitable regions. Land Rover is proud to provide vital on-the-ground vehicle support to the Royal Geographical Society, China Exploration & Research Society and the Born Free Foundation. Our Fragile Earth commitment is a global promise to ensure that our actions minimize environmental damage, and is part of everything we do.

Nimble vehicles, thoughtful drivers

Land Rover vehicles are carefully designed to minimize environmental impact by reducing wheel spin, keeping wheel loads as low as possible, and ensuring that the driver remains in control at all times. Our manufacturing site in Solihull, England, operates to high environmental standards, with commitment across the site to reduce waste and conserve resources. This can be seen in significant reductions in carbon dioxide emissions and energy consumption. Our state-of-the-art paint shop uses water-based paints to reduce emissions by around 50%. As well as Land Rover's ongoing reputation for innovation in off-road technologies, driving skills play a big part in reducing environmental impact. That's why our Driver Experience Centers offer world-class instruction in how to optimize performance of our vehicles in a responsible way. And our Off-Road Code aims to educate drivers widely to ensure that off-road driving can be responsible as well as exhilarating. Land Rover is dedicated to maintaining its position as a multi-talented companion for the more thoughtful off-road driver.

Off-Road Code

- Right of access to land varies from country to country.
- Make yourself aware of the appropriate regulations for the country in which you are traveling.
- Always seek permission to cross private land. Stick to existing routes.
- Drive carefully to minimize erosion and damage to the landscape.
- Sinking in soft ground causes ruts and new form rain channels that lead to erosion. "As slow as possible, as fast as necessary" – this will get you through most off-road driving obstacles and minimize environmental impact.
- If your vehicle is equipped with differential lock, engage it before venturing onto low traction surfaces (mud, sand etc).
- It reduces the likelihood of wheel spin, and minimizes damage to the ground.
- Animals come first! All animals can be startled by a 4x4 vehicle, so be prepared either to proceed very slowly or to switch off your engine and wait. Let them move off at their own pace.
- Make sure your vehicle is fully prepared for the journey; take the appropriate tools and supplies.
- Ensure that your vehicle does not have any leaks, for example fuel or oil.
- Be mindful of your actions, even when you're not driving; use eco-friendly cleaning material; wash vehicles away from water courses and not in them; take all litter back home with you.
- Respect the peace and tranquility of others.
- When preparing to go back on the road – carry out a safety check; lights, tire damage, loose bodywork and clean number plates, then – drive slowly to prevent causing problems for other road users as mud and stones may fly off the tires.