

21ST CENTURY ADVENTURER

EOFT |||||
EUROPEAN OUTDOOR FILM TOUR



21ST CENTURY ADVENTURER AWARD – 10.000 Euro prize money for the winner

**Land Rover and the European Outdoor Film Tour
honor the most inspiring adventurers of our time**

The European Outdoor Film Tour and Land Rover are presenting
the „21st Century Adventurer Award“ this year for the third time.

This award honors those who live for adventure, surmount internal and external boundaries,
and are role models who motivate us with their inspiring stories. At the EOFT premiere in Munich, the four-
wheeled outdoor icon presented its latest model— the new Land Rover Defender 130—on display
for the first time. It is the largest and most comfortable variant of the vehicle that has
embodied the spirit of discovery and adventure for more than seven decades.

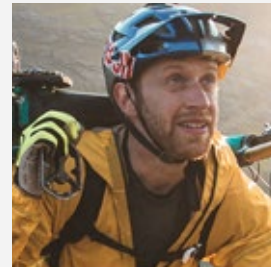
Further information and video clips of the nominees can be found at www.eoft.eu/adventurer-award/

Photos for editorial use are available at www.eoft.eu/media-hub/

THE NOMINEES

The partnership between Land Rover and the European Outdoor Film Tour is a collaboration that exemplifies adventure. It is characterized by a desire to never perceive one's boundaries as limits but as reachable goals to be pursued, goals that inspire and are worth fighting for. All this and much more is embodied by this year's nominees for the „21st Century Adventurer Award 2022“ as only a few people in the world can:

Scotsman **Danny MacAskill** is one of the best mountain bikers on the planet. With his breathtaking stunts, he thrills an audience of millions on YouTube. No trail seems too risky for him, no route too difficult. The precision and passion with which he practices his sport is second to none.



For **Jonas Deichmann**, there seems to be no limit. The Stuttgart native braved wind and weather in a way that seems out of this world when he became the first person to circumnavigate it in a triathlon.

Jade Hameister, now a 21-year-old Australian, became the youngest person to complete the Polar Hat Trick—crossing the North Pole, South Pole, and Greenland—at the age of just 16. She demonstrates that the human will knows neither gender nor age, and she is a role model for an entire generation.



Pasang Lhamu Sherpa Akita also illustrates that societal roles and expectations must be transcended. The mountaineer from Nepal was the first female mountain guide in her home country; she conquered K2 as part of the first all-female team and is a symbol of the desire for equal rights in Nepal.

Lor Sabourin is the first non-binary climber to climb a 5.14a trad route. Lor impressively exemplifies that, through your passion, you can potentially have the freedom to explore and find your identity.





LAND ROVER – RELIABLE COMPANION ON EVERY ADVENTURE

What all the nominees have in common is that their adventures are not just physical feats. Their personal journeys also have an inherent social dimension that provides them with the ultimate motivation. A combination of inner drive and the desire for positive change for everyone is also a goal for Land Rover and something the company values. The brand sees itself as a reliable companion for adventurers all over the world and is also aware of its social responsibility. For this reason, Land Rover is supporting the winner with 10,000 euros, encouraging him or her or them to continue on their path, because the inspiration that lies in adventure has the power to create change and is needed now more than ever.

We are proud to have found a like-minded partner in the European Outdoor Film Tour, which has been an integral part of the outdoor community for over 20 years. Together, we will present our nominees in short videos to an enormous audience while on tour in over 300 cities across Europe; the audience will then be able to vote for their personal favorite until 28 February 2023. The winner will be selected through a combination of input from a five-person expert panel and by the audience voting results, so a large voice is given to exactly those people for whom our nominees are role models—the outdoor community.

LAND ROVER MAKES THE DESIRE FOR ADVENTURE COME TRUE

If stunning images compel you to attempt your own adventures, you can also get to know the Defender for yourself in detail thanks to the wide range of driving training courses and tours offered by Land Rover Experience. Information about current offerings is available at www.landrover-experience.com. Whether training off-road at the Land Rover Experience Center near Düsseldorf or mastering icy drives in Sweden or embarking on discovery tours in Africa, with the seasoned experts from Land Rover Experience, participants can put the Defender and other Land Rover models through their paces and enjoy unforgettable experiences at the same time.

ABOUT THE EUROPEAN OUTDOOR FILM TOUR

The European Outdoor Film Tour is the largest outdoor film festival in Europe and has been touring numerous European countries every autumn/winter since 2001 with the best outdoor and adventure films of the season. With its two-hour program, the EOFT takes viewers into the world of adventure and lets them push their limits together with the protagonists—in mountaineering, climbing, mountain biking, kayaking, paragliding, skiing, snowboarding, and so much more. Only the wildest ideas and adventures as well as unrivaled sporting action and fascinating characters make it into the film selection, thus guaranteeing first-class adventure entertainment year after year.

The Munich-based event agency Moving Adventures Medien is responsible for the conception of the film tour as well as the execution of the events.

ABOUT MOVING ADVENTURES

Moving Adventures Medien GmbH was founded in 2001 and specializes in the conception, organization, and marketing of film tours in outdoor, sports, nature, and adventure. The best-known formats of the Munich-based entertainment company are the European Outdoor Film Tour and the International Ocean Film Tour. In addition to the two in-house productions, Moving Adventures is a licensee of the Banff Mountain Film Festival and Reel Rock. The company's portfolio also includes the digital ticketing platform Outdoor Ticket and the streaming portal Outdoor Cinema. The team, led by two founders—Joachim Hellinger and Thomas Witt—is comprised of 45 employees and is supported by five road crew teams consisting of about 70 people.

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ABOUT LAND ROVER

Since 1948, Land Rover has been developing and producing genuine off-road vehicles that have made an unmistakable name for themselves worldwide, not only with their off-road performance and wide range of capabilities across the model range, but also with their unique design. In terms of history, the Defender in particular is a legend—a symbol of power, reliability, and overcoming limits for almost 75 years. The latest Defender combines a newly developed, exceptionally strong body with state-of-the-art technologies and proven hardware to create a vehicle that is ready for the 21st century. The Defender model family consists of the 90, 110, and 130 versions, including hard-top variants, and with a wide range of engine options, it has something for every adventurer to choose from.

Around the globe, the Defender represents an off-road vehicle for which no road is too far and no task too difficult.

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LAND ROVER FUEL CONSUMPTION AND EMISSION FIGURES

Consumption and emission values for Land Rover Defender 130 model year 2023.5 (WLTP - max. combined**)

Defender 130 D250 automatic transmission with 183 kW (249 hp), AWD MHEV
(combined fuel consumption and CO2 emissions: 9.3 l/100 km; 245 g/km)

Defender 130 D300 automatic transmission with 221 kW (300 hp), AWD MHEV
(combined fuel consumption and CO2 emissions: 9.4 l/100 km; 246 g/km)

Defender 130 P400 automatic transmission with 294 kW (400 hp), AWD MHEV
(combined fuel consumption and CO2 emissions: 12.3 l/100 km; 280 g/km)

Land Rover Fuel Consumption and Emission Figures

Range Rover, Range Rover Sport, Range Rover Velar, Range Rover Evoque; Land Rover Defender,
Land Rover Discovery, Land Rover Discovery Sport:

Fuel consumption in the combined test cycle (NEDC*): Range Rover Sport P575 (22MY): 12.8 l/100 km -
Range Rover Velar P400e Plug-in Hybrid: 2.3 l/100 km

Fuel consumption in the combined test cycle (WLTP - max.**): Land Rover Defender 110 P525: 15.1 l/100 km -
Range Rover P440e and P510e plug-in hybrid: 0.9 l/100 km

Electricity consumption in the combined test cycle (NEDC*): Land Rover Defender P400e Plug-in Hybrid: 24.5-23.8 kWh/100 km -
Range Rover Velar P400e Plug-in Hybrid: 17.1 kWh/100 km

Electricity consumption on combined test cycle (WLTP - max.**): Range Rover P510e Plug-in Hybrid: 30 kWh/100 km -
Range Rover Evoque P300e Plug-in Hybrid: 19.1 kWh/100 km

CO2 emissions in the combined test cycle (NEDC*): Range Rover Sport P575 (22MY): 290 g/km -
Range Rover Velar P400e Plug-in Hybrid: 52 g/km

CO2 emissions in the combined test cycle (WLTP - max.**): Land Rover Defender 110 P525: 340 g/km -
Range Rover Sport P440e and P510e Plug-in Hybrid: 20 g/km

* Values shown were determined according to the NEDC2 in official WLTP tests conducted by the manufacturers in accordance with EU regulations. For comparison purposes only. Actual values may differ. CO2 emissions and fuel consumption figures may vary depending on tires and optional equipment. The NEDC2 figures have been calculated according to a regulatory formula using WLTP values that correspond to those of the old NEDC test. The correct tax accounting can then be applied.

** Consumption values according to §2 nos. 5, 6, 6a Pkw-ENVKV as amended are not available. NEDC data not available. The legislator is working on an amendment to the Pkw-ENVKV and recommends in the meantime for vehicles that can no longer be homologated on the basis of the New European Driving Cycle (NEDC) the specification of the more realistic WLTP values, which can be found in the paragraph above. For the assessment of taxes and other vehicle-related levies based on consumption and emission values, values other than those specified here, may apply. Depending on driving style, road and traffic conditions, as well as vehicle condition, different consumption values may result in practice.

Information on fuel consumption and CO2 emissions with ranges depending on the wheel/tire set used.

Further information on the official fuel consumption and official specific CO2 emissions of new passenger cars can be found in the „Guide to Fuel Economy, CO2 Emissions, and Power Consumption of New Passenger Car Models“, which is available free of charge from all Jaguar Land Rover contract partners, from Jaguar Land Rover Deutschland GmbH, and from DAT Deutschland Automobil Treuhand GmbH. The guide is also available on the Internet (in German and English) at www.dat.de.