



EXPERIENCE ICE ACADEMY SWEDEN

jaguar.com/experiencesweden

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An aerial photograph showing three white SUVs driving through a vast, snowy landscape in Arjeplog, Swedish Lapland. The vehicles are leaving tracks in the deep snow. The area is dotted with numerous evergreen trees, some of which are covered in snow. The overall scene is a stunning depiction of a cold, icy wilderness.

Arjeplog in Swedish Lapland, just a few miles from the Arctic Circle. An inhospitable yet stunningly beautiful icy wilderness consisting of vast frozen lakes surrounded by endless pine forests. Which just so happens to make it the best place on earth for Jaguar Land Rover's extreme cold-climate testing and a haven for driving enthusiasts hungry for the ultimate thrill.

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EXPERIENCE THE THRILL OF ICE DRIVING IN SWEDEN

Situated at the very edge of the Swedish Arctic Circle, Arjeplog is a surreal and beguiling, sub-zero wilderness. As serene as it is extreme, everywhere you turn presents a vista of epic proportions meaning it's not just the cold air that takes your breath away.

Located on one of the many frozen lakes in the region, the Ice Academy is your chance to experience the exhilarating thrill of ice driving from behind the wheel of the latest Jaguar and Land Rover vehicles.

Taking place over specially prepared ice tracks, our expert instructors will take your driving skills to a whole new level, enabling you to put some of the world's most capable vehicles through their paces.

So join us for the ultimate ice drive challenge and experience the outstanding performance of the Jaguar F-TYPE and F-PACE, as well as the dynamic capabilities of the Range Rover Sport and new Range Rover Velar.

“It’s never too late
in life to have a
genuine adventure.”

ROBERT KURSON



YOUR ICE DRIVE ITINERARIES

The Ice Academy offers you the chance to drive an assortment of incredible vehicles against a stunning Arctic backdrop. Pit your wits against a series of specially designed ice tracks and master the art of ice driving. Available as either a 3 or 4-day experience, guests can also choose between Ice Drive and Ice Drive Plus.

WHAT YOU CAN LOOK FORWARD TO

A stunning landscape of sparkling pine forests and frozen lakes.

A dedicated team of Jaguar Land Rover hosts to help with any of your queries.

A chance to see the magical dancing lights of the Aurora Borealis.

Delicious local cuisine such as reindeer steak and moose burgers.

Driving the latest Jaguar and Land Rover vehicles over specially built ice tracks.

DRIVING EXPERIENCE KEY

Adventure level:     

Vehicle type:

F-TYPE, F-PACE, Range Rover Sport and
Range Rover Velar

Types of driving:

 Snow

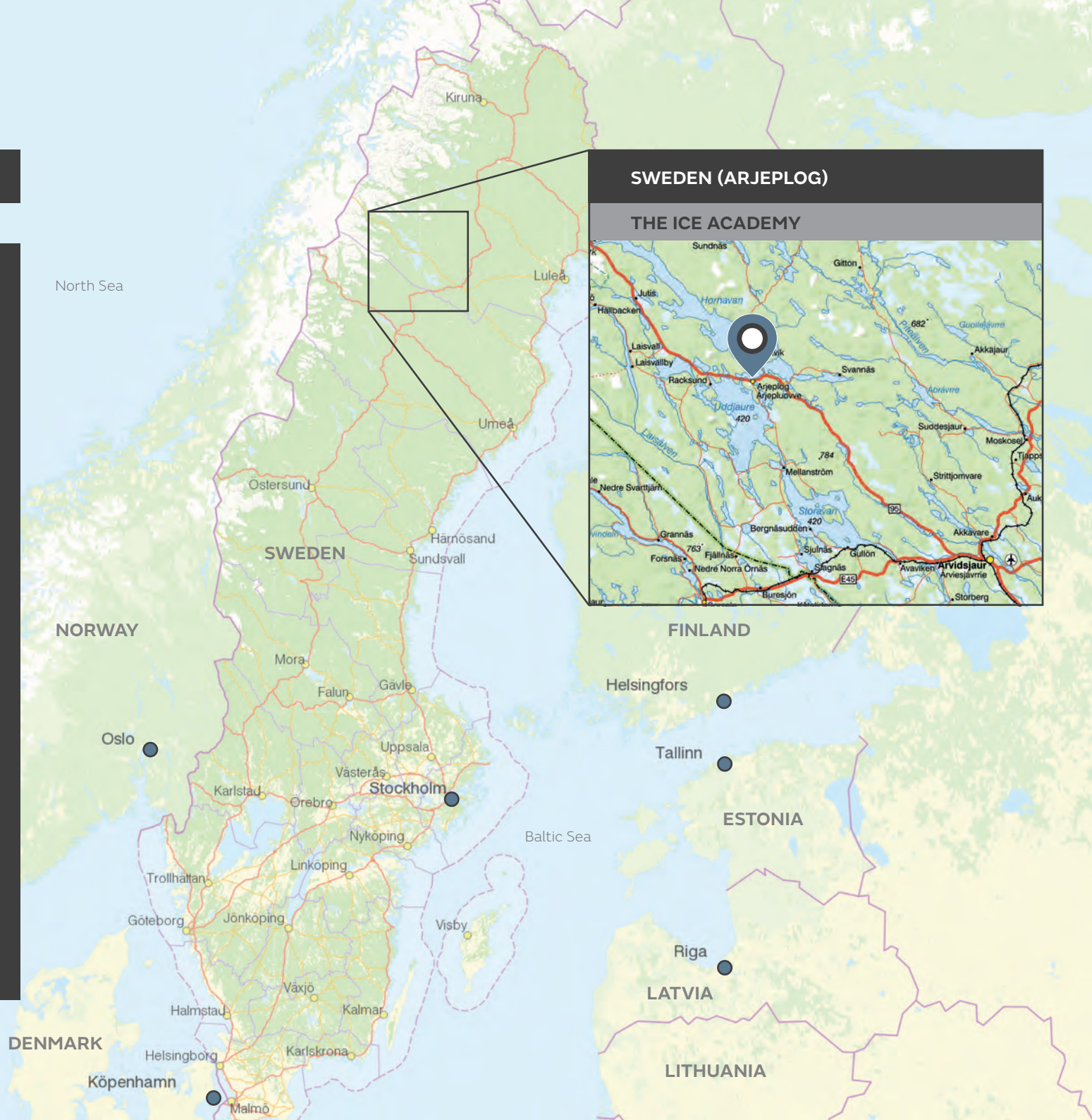
 Ice

Accommodation style:

Authentic and charming

Minimum driving age:

21 years with 3 years full licence or
23 years with 1 year full licence



ICE DRIVE 3 DAY ITINERARY

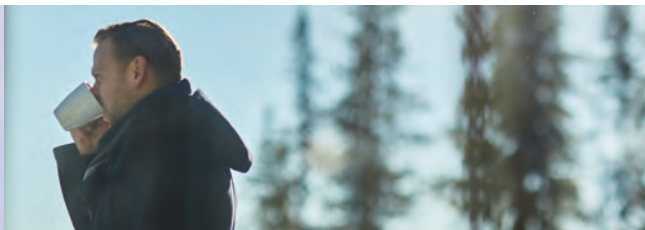
DAY 1



Arrive at Arvidsjaur Airport in Northern Sweden where you will be met by a member of our team and driven to the Hotel Silverhatten. Situated high on a hillside, it offers stunning views over Lake Hornavan and the surrounding forests and mountains.

After welcome drinks and a chance to meet your fellow ice drivers in the exclusive Jaguar Land Rover Tipi Lounge, you will be able to enjoy a delicious dinner in the Silverhatten restaurant.



DAY 2

After breakfast and a briefing, you will head out onto the frozen lake for your first session. This is when the fun really starts as you learn how to maintain a constant skid angle. By the end of the day, you'll begin to have a real feel for the ice and be drifting with confidence.

Dinner will be served back at the hotel in the Jaguar Land Rover Tipi lounge which will allow you to share your tales from the ice with your fellow guests.

DAY 3

A quick morning briefing and it's back out on the ice to face some of the trickier tracks. This will be followed by a tour of the secret winter testing facility and an exciting off-road challenge.

Remember to put on an extra layer for pre-dinner drinks at the aptly named Iglootel, before heading back to the Tipi Ulak for a farewell dinner with your fellow ice drivers.

DAY 4 – ACTIVITIES & DEPARTURE

If you're not quite ready for your Scandinavian adventure to end, why not sign up for one of our additional activities? You could try a snow safari on snowmobiles through the vast pine forests, a Land Rover Experience Drive to the Arctic Circle or if you fancy a more authentic experience, why not sign up for a husky-sled tour? The perfect way to finish your arctic adventure. Just sign-up when you book online or request more information by emailing the team.

ICE DRIVE PLUS 4 DAY ITINERARY



DAY 1



Arrive at Arvidsjaur Airport in Northern Sweden where you will be met by a member of our team and driven to the Hotel Silverhatten. Situated high on a hillside, it offers stunning views over Lake Hornavan and the surrounding forests and mountains.

After welcome drinks and a chance to meet your fellow ice drivers in the exclusive Jaguar Land Rover Tipi Lounge, you will be able to enjoy a delicious dinner in the Silverhatten restaurant.

DAY 2



After breakfast and a briefing, you will head out onto the frozen lake for your first session. This is when the fun really starts as you learn how to maintain a constant skid angle. By the end of the day, you'll begin to have a real feel for the ice and be drifting with confidence.

Dinner will be served back at the hotel in the Jaguar Land Rover Tipi lounge which will allow you to share your tales from the ice with your fellow guests.

DAY 3



A quick morning briefing and it's back out on the ice to face some of the trickier tracks. This will be followed by a tour of the secret winter testing facility and an exciting off-road challenge.

Dinner will be served at the restaurant in the Hotel Silverhatten. Choose from a selection of delicious local cuisine such as reindeer steak, or moose burger.

DAY 4



After your morning briefing, it's a final chance to see how far you've come and how much you've learned as you powerslide your way around the various handling circuits one last time. The day will finish with a white-knuckle ride as one of our pro-drivers takes you for a few exhilarating passenger laps of the track.

Remember to put on an extra layer for pre-dinner drinks at the aptly named Iglootel, before heading back to the Tipi Ulak for a farewell dinner with your fellow ice drivers.

DAY 5 – ACTIVITIES & DEPARTURE



If you're not quite ready for your Scandinavian adventure to end, why not sign up for one of our additional activities? You could try a snow safari on snowmobiles through the vast pine forests, a Land Rover Experience Drive to the Arctic Circle or if you fancy a more authentic experience, why not sign up for a husky-sled tour? The perfect way to finish your arctic adventure. Just sign-up when you book online or request more information by emailing the team.





YOUR ICE DRIVE ADVANCED ITINERARIES



For returning guests, or those with previous ice driving experience, we have designed the Ice Drive Advanced programme to further develop your skills. More track time, more in-depth briefings with one-on-one instructor tuition and more technical challenges means more time behind the wheel of our SVR performance vehicles. You'll have exhilarating experiences in our most responsive and capable vehicles, engineered with cutting edge technology for sheer power and performance. Essentially, even more fun.



ICE DRIVE ADVANCED 3 DAY ITINERARY

DAY 1



Arrive at Arvidsjaur Airport in Northern Sweden where you will be met by a member of our team and driven to the Hotel Silverhatten. Situated high on a hillside, it offers stunning views over Lake Hornavan and the surrounding forests and mountains.

After welcome drinks and a chance to meet your fellow ice drivers in the exclusive Jaguar Land Rover Tipi Lounge, you will be able to enjoy a delicious dinner in the Silverhatten restaurant.



DAY 2

After breakfast and an expert briefing, you'll head straight out onto the ice to further develop your drifting skills whilst achieving that perfect skid angle. You'll then spend the afternoon putting some serious performance cars through their paces before a well-deserved dinner at the hotel's exclusive Jaguar Land Rover Tipi Lounge.

DAY 3

After a refresher briefing it's back out on the ice to further refine your driving skills with one-on-one instruction from one of our expert pro-drivers who'll then take you on some truly thrilling hot-laps you'll never forget.

Remember to put on an extra layer for pre-dinner drinks at the aptly named Iglootel, before heading back to the Tipi Ulak for a farewell dinner with your fellow ice drivers.

DAY 4 – ACTIVITIES & DEPARTURE

If you're not quite ready for your Scandinavian adventure to end or want to try something a bit different, sign up for one of our additional activities. Choose from a snowmobile snow safari through the vast pine forests, a Land Rover Experience drive to the Arctic Circle, or if you fancy a more authentic experience, a husky-sled tour. Just sign-up when you book online or request more information by emailing the team.

ICE DRIVE ADVANCED PLUS 4 DAY ITINERARY



DAY 1



Arrive at Arvidsjaur Airport in Northern Sweden where you will be met by a member of our team and driven to the Hotel Silverhatten. Situated high on a hillside, it offers stunning views over Lake Hornavan and the surrounding forests and mountains.

After welcome drinks and a chance to meet your fellow ice drivers in the exclusive Jaguar Land Rover Tipi Lounge, you will be able to enjoy a delicious dinner in the Silverhatten restaurant.

DAY 2



After breakfast and an expert briefing, you'll head straight out onto the ice to further develop your drifting skills whilst achieving that perfect skid angle. You'll then spend the afternoon putting some serious performance cars through their paces before dinner at the hotel's exclusive Jaguar Land Rover Tipi Lounge.

DAY 3



After a refresher briefing it's back out on the ice for a day spent honing your driving skills in the performance vehicles with one-on-one instruction from one of our expert pro-drivers.

Dinner will be served at the restaurant in the Hotel Silverhatten where you can choose from local delicacies such as reindeer steak and moose burger.

DAY 4



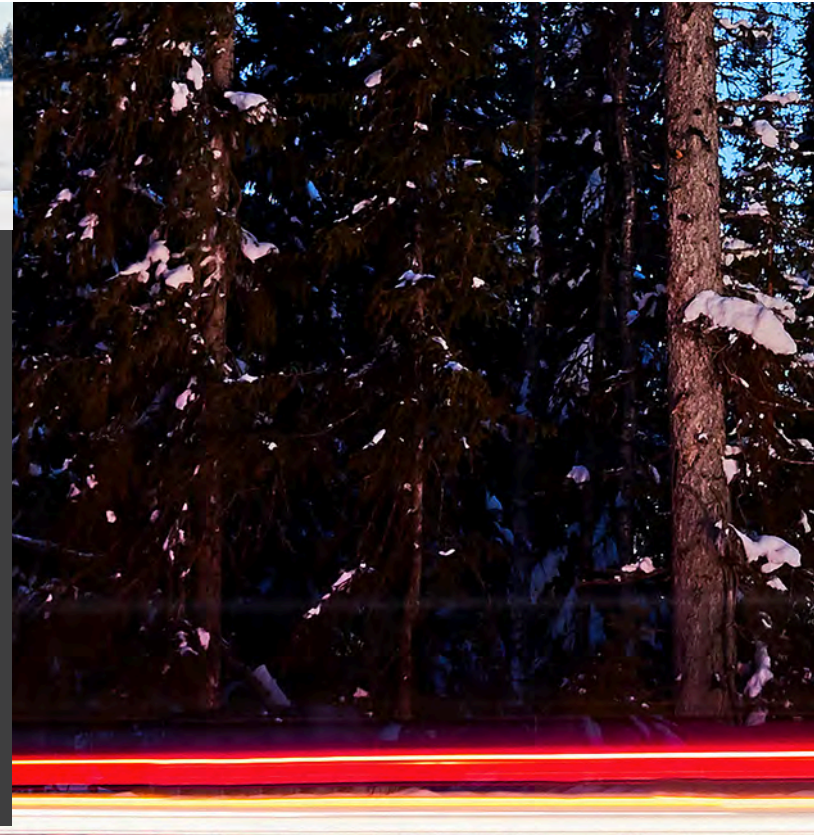
After your morning briefing, it's your last chance to show the ice who's boss as you power-slide around the more difficult handling circuits. Next, swap the driver's seat for the passenger seat and hold on tight while one of our pro-drivers takes you on some hot-laps that you'll never forget.

Remember to put on an extra layer for pre-dinner drinks at the aptly named Iglootel, before heading back to the Tipi Ulak for a farewell dinner with your fellow ice drivers.

DAY 5 – ACTIVITIES & DEPARTURE



If you're not quite ready for your Scandinavian adventure to end or want to try something a bit different, sign up for one of our additional activities. Choose from a snowmobile snow safari through the vast pine forests, a Land Rover Experience drive to the Arctic Circle, or if you fancy a more authentic experience, a husky-sled tour. Just sign-up when you book online or request more information by emailing the team.





ACCOMMODATION



Enjoy traditional Scandinavian hospitality at the Hotel Silverhatten. The largest in Arjeplog, it offers stunning panoramic views over nearby Lake Hornavan and the surrounding pine forests and mountains. And if you're lucky, you may also be able to see the natural phenomena that is the Aurora Borealis dancing across the night sky.

In the dining room, guests can expect delicious local cuisine, such as reindeer steaks or moose burger covered with mouthwatering lingonberry sauce.

Ice Academy guests can enjoy exclusive access to the Jaguar Land Rover Tipi situated in its own wing. Ideal for breakfast and briefings with your fellow ice drivers.

Need to wind down after a day on the ice? How about a drink by the roaring fire, a game of pool, or if you haven't quite had enough for one day, a go in a driving simulator.



MEET YOUR EXPERT TEAM



Professional, dedicated and very, very experienced. That's why every member of the Jaguar Land Rover team is a valued member of the Jaguar 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 Jaguar Land Rover, we know that when it comes to understanding world-class vehicles, you need experts who are in a class of their own.



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.

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 Solihull, Castle Bromwich or Liverpool. Watch skilled craftsmen at work as our team of dedicated experts guide you through the manufacturing process.

jaguar.com/experiencetours
landrover.com/experiencetours

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 expeditions in Namibia and Moab, Utah for a once-in-a-lifetime adventure that will stay with you forever.

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

FREQUENTLY ASKED QUESTIONS

Who operates the Jaguar Land Rover Ice Academy?

Zerotwonine GmbH operates the Jaguar Land Rover Ice Academy in conjunction with Jaguar Land Rover, who provide the vehicles and the qualified Jaguar Land Rover Experience driving instructors. The drive programme and ice tracks have been designed by Jaguar Land Rover plus you have an on-site manager who oversees all aspects of your driving experience to ensure it runs smoothly.

Who does the driving?

You do! There will be a team of Jaguar Land Rover Experience instructors on hand to provide expert guidance and tuition, but you are behind the wheel.

Can I participate in the Ice Academy as a non-driver?

Our programmes are tailored to delivering a unique driving experience. We are not able to provide non-drivers with an entertaining alternative programme due to the setting and location of the Experience. Nothing can compare to driving on the ice therefore we recommend registering as a driver.

I've never driven a vehicle on ice before, can I still participate in the Jaguar Land Rover Ice Academy?

Absolutely – the driving activities are designed for drivers of all abilities. You will receive thorough driver briefings and our team of expert Jaguar Land Rover Experience instructors will be on hand to provide expert guidance and instruction on the ice via two-way radios fitted in each vehicle. For the Advanced programmes previous Ice Driving experience is strongly advised.

What is the minimum age for participation?

Minimum participation age is 21 with 3 years full licence or 23 with 1 year full licence.

What type of driver's license will I need?

All drivers must hold a full and valid driving licence. If you hold a UK licence you will be sent a web link to an online form, which you must complete in advance in order to verify the status of your licence. If your licence was issued outside of the UK then you will be required to complete a driving licence declaration form at your welcome briefing. Your driving licence needs to be valid and current and must be brought and produced on the day of the experience.

All drivers must have at least three (3) years uninterrupted driving experience on a full licence without serious accident or conviction in the last two (2) years. Or at least one (1) year uninterrupted driving experience on a full licence without serious accident or conviction in that time, if driver is aged 23 years or older. All drivers must have no more than 6 current penalty points on their licence (where applicable) to enable them to participate in any on-road requirements of the course. You must notify us if you have more than 6 penalty points on your driving licence.

Do I need to purchase extra insurance to be able to drive?

Additional vehicle insurance is not required but it is mandatory for guests to purchase a comprehensive travel insurance policy. Travel insurance can be purchased via our operating agency, Zerotwonine GmbH.

E-mail: jlriceacademy@029-travel.com or

Telephone: +49 69 460 97 47 47 (09h00 – 18h00 (CET), Monday to Friday, excluding locally relevant holidays. Local operator charges may apply.

What happens if the weather is not ideal for ice driving?

Should the weather lead to a closure of the ice field for safety reasons, an alternative driving programme will be offered.

What vehicles will I be driving?

Ice Drive:

F-TYPE V6, F-PACE, Range Rover Sport, Range Rover Velar

Ice Drive+:

F-TYPE V6, F-TYPE V8, F-PACE, Range Rover Sport, Range Rover Velar

Ice Drive Advanced

F-TYPE V6, F-TYPE V8, F-PACE, Range Rover Sport, Range Rover Velar

Ice Drive Advanced +

F-TYPE V6, F-TYPE V8, F-TYPE V8 SVR, F-PACE, Range Rover Sport, Range Rover Velar

Occasionally we may need to change or substitute the vehicles specified, due to circumstances beyond our control and we reserve the right to do so.

Are the vehicles manual or automatic?

All vehicles on this programme are automatic.

How many people are in each vehicle?

There will be two guests sharing per vehicle. On the Advanced programmes there will be elements of 1:1 instruction.

What is the maximum group size on each driving experience?

To provide a more exclusive and engaging experience, the maximum group size on the Jaguar Land Rover Ice Academy is 30 guests (two per vehicle), and 20 guests for Ice Drive Advanced and Advanced +.

What is included in the price of the Jaguar Land Rover Ice Academy?

General inclusions are as follows: all driving activities, hotel accommodation (with a double bed), breakfast, lunch & dinner, drinks with meals, and airport transfers to/ from Arvidsjaur Airport. Please refer to your individual tour itinerary for the exact inclusions. Please note that due to the level of driving involved, alcohol is only included with your dinner and will be limited. Soft drinks, tea and coffee are included with all meals.

What isn't included in the price of the driving experience?

Flights, meals and drinks that are not specified in the programme, optional activities (for example dog sledding and snowmobile tours) visa fees (if applicable), travel insurances and any pre or post-trip arrangements that deviate from the itinerary.

What is the dress code for evenings?

Evening dress code is casual.

If I am travelling by myself will I have my own vehicle?

No. As a single traveller you will be paired in your vehicle with another guest. You will have your own hotel room throughout.

Which types of beds are available?

We offer double beds in all rooms. Single or twin beds are not available.

Are the vehicles left- or right-hand drive?

The vehicles are a mix of left and right-hand drive. Clients who are not comfortable driving on a specific side of the vehicle are welcome to inform the instructor teams who will do their best to accommodate your requirements.

Do I need to have a certain level of physical fitness to take part?

To participate in the Driving Experience you should ensure that you do not know of any circumstances which would disqualify you from driving such as chronic back problems (or similar conditions), mental conditions which might impair your ability to drive, poor eyesight which doesn't meet the standards for driving, pregnancy or heart problems.

Are children allowed to join the Jaguar Land Rover Ice Academy?

The Jaguar Land Rover Ice Academy is not suitable for children due to safety reasons and the extreme climate conditions in the destination.

What other activities are available?

There are optional dog-sledding and snowmobile tours (both at an extra charge), which can be pre-booked when booking your place on the Jaguar Land Rover Ice Academy. For more information about these and any other activities on offer, please ask while you're there.

Do I need special clothing?

The temperatures at the driving event may fall to -30°C or lower and we therefore ask you to ensure that you bring appropriate warm, weatherproof clothing and footwear. Clothing is not provided and therefore we recommend all participants bring the following items:

- Warm hat
- Warm gloves
- Woolly scarf
- Thermal base layer (long sleeved / long legged)
- A good insulated jacket
- Woolly jumper or fleece jacket
- Some additional light-weight layers to add as required
- Sturdy, comfortable footwear (suitable for driving)

Which currency is used in Sweden?

The local currency is Swedish Crowns (SEK).

Whom can I contact if I require assistance with flight bookings or travel insurance?

Zerotwonine GmbH, our operating partner, will gladly assist you with booking your flights and travel insurance. They can be contacted as follows:

E-mail: jlriceacademy@029-travel.com

Telephone: +49 69 460 97 47 47 (09h00 – 18h00 (CET), Monday to Friday. Local operator charges may apply).

Do I require a visa?

Most countries outside of the EU require a visa for travel to Sweden and the EU. Kindly contact your local consulate to check on your specific requirements. Should you require an invitation to receive your visa, kindly inform Zerotwonine GmbH who will provide you with this.

Am I allowed to bring a camera or video camera?

Yes of course, but please note the Jaguar Land Rover Ice Academy takes place at Jaguar Land Rover's secret cold climate testing facility, so some photography restrictions will apply.

What language is the Jaguar Land Rover Ice Academy delivered in?

The programme is delivered in English.





