




EXPERIENCE ICE ACADEMY SWEDEN

jaguar.com/experiencesweden

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An aerial photograph showing three white SUVs driving on a snow-covered road through a dense forest of evergreen trees. The road is marked with tracks, and the surrounding landscape is a vast, snowy wilderness. The scene is captured from a high angle, looking down on the vehicles and the forest.

Arjeplog, nudging the Arctic Circle in Swedish Lapland. A 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.

CONTENTS

Introduction	2
Experience the thrill	4
Ice Academy highlights	6
Map	7
Ice Drive itinerary	8-9
Ice Drive Plus itinerary	10-12
Ice Drive Advanced	14
Ice Drive Advanced itinerary	16-17
Ice Drive Advanced Plus itinerary	18-20
Accommodation	22
Your expert team	24
Experience more	26-27
FAQs	28-29
Pricelist	30



ARE YOU READY FOR 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.

Our expert instructors will take your driving skills to a whole new level. You'll take the wheel of some of the world's most capable vehicles, such as Range Rover Sport and Range Rover Velar. You'll drive the blisteringly quick Jaguar F-TYPE and the stunning F-PACE, and on the Ice Drive Advanced programme you'll also drive the new All-Electric Jaguar I-PACE.

Fasten your seat belt. You're in for the experience of a lifetime.

“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 some incredible cars round some of the most pulse-quickening tracks in the world. You'll hone your driving skills and master the art of ice driving. And you'll come away with a smile on your face that will last the whole journey home.

Choose our Ice Drive programme, or if you have some experience of ice driving, Ice Drive Advanced. Both are available as either a 3 or 4 day experience.

WHAT YOU CAN LOOK FORWARD TO

A breathtaking landscape of 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 designed ice tracks.

The chance to record your entire experience on a GoPro camera with one of our GoPro packages.

DRIVING EXPERIENCE KEY

Adventure level: 

Vehicle type:

Ice Drive: F-TYPE, F-PACE, Range Rover Sport and Range Rover Velar

Ice Drive Advanced: All the above plus the All-Electric Jaguar I-PACE and F-TYPE SVR

Types of driving:

 Snow

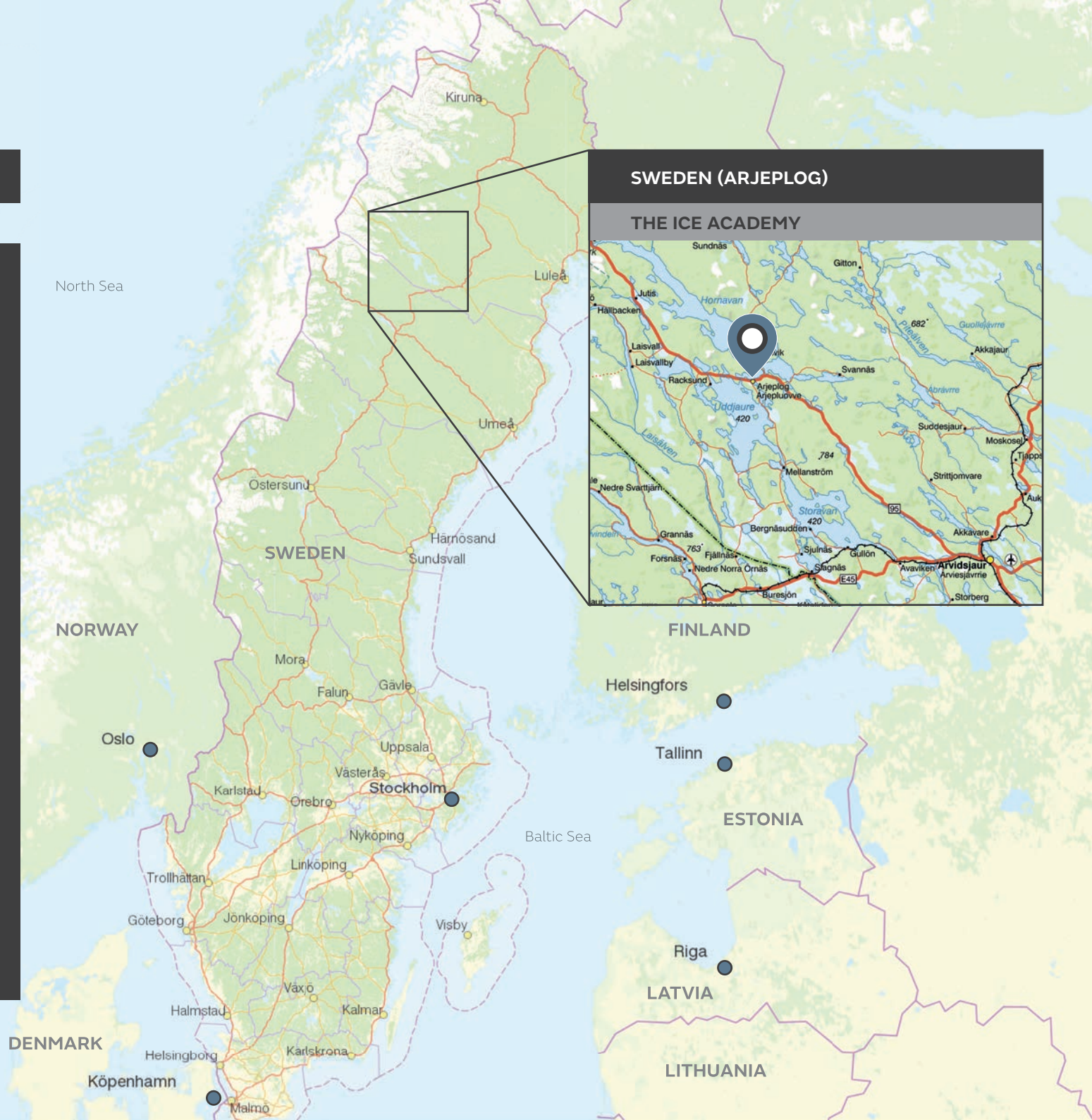
 Ice

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. Prepare to be stunned. Your hotel is situated high on a hillside, with views over frozen Lake Hornavan and surrounded by snow sprinkled forests and mountains.

After welcome drinks and a chance to meet your fellow ice drivers in the exclusive Jaguar Land Rover Tipi Lounge, it's your first taste of authentic Swedish cuisine in the Silverhatten restaurant. And perhaps an early night to prepare for tomorrow's activities.



DAY 2



After breakfast and a briefing, you'll head out onto the frozen lake for your first session.

This is when the fun really starts. First of all, you'll meet your instructors. They're professional drivers with racing experience, dedicated to ensuring your ice experience is as rewarding as it is enjoyable. You'll learn how to maintain a constant skid angle, balancing power and steering. Your instructor will push you further and further and by the end of the day, you'll have a real feel for the ice and be drifting with confidence.

You won't want to stop, but dinner in the Jaguar Land Rover Tipi Lounge will give you a chance to share your tales from the ice with the other drivers.

DAY 3



A quick morning briefing and it's back out on the ice to face the more advanced tracks. Today, you'll be ready to experience ice tracks with corners and angles that have been designed to show off your car's performance as well as your new found driving skills.

In the afternoon, master a whole new set of skills as you head off into the forest for some deep snow off-roading.

Back at the frozen lake, we've arranged for you to be one of the few outsiders who are granted access to our high security cold-climate testing facility. You'll finish the day with a white-knuckle, passenger ride round the track with one of our pro drivers.

Pre-dinner drinks will be served in the Tipi Ulak, an atmospheric cabin on the edge of the forest, followed by dinner and a chance to exchange stories from the day with your fellow ice drivers.

DAY 4 – ACTIVITIES & DEPARTURE



If you're not quite ready for your Scandinavian adventure to end, we have some additional activities for you to try. How about a snow safari on snowmobiles weaving through the pine forests, or perhaps a Land Rover Experience Drive to the edge of the Arctic Circle? If you're feeling adventurous (and energetic) you could try a husky-sled tour. Any one of them is the perfect way to round off your Arctic adventure. Just sign-up when you book online or email the team for more information.

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. Prepare to be stunned. Your hotel is situated high on a hillside, with views over frozen Lake Hornavan and surrounded by snow sprinkled forests and mountains.

After welcome drinks and a chance to meet your fellow ice drivers in the exclusive Jaguar Land Rover Tipi Lounge, you'll have your first taste of authentic Swedish cuisine in the Silverhatten restaurant. And perhaps an early night to prepare for tomorrow's activities.

DAY 2



After breakfast and a briefing, you'll drive the vehicles from the hotel to the frozen lake for your first session. Your instructors, all professional drivers often with racing experience, will split you into small groups to make sure you get the most out of them and your time on the ice. You'll learn how to maintain a constant skid angle, balancing power and steering. Your instructor will push you to develop your skills and improve your lap times. By the end of the day, you'll have a real feel for the ice and be drifting with confidence.

You won't want to stop, but dinner in the Jaguar Land Rover Tipi lounge will give you a chance to share your tales from the ice with the other drivers.

DAY 3



A quick morning briefing and it's back out on the ice to face the professional tracks. These tracks are designed with precisely set corners and angles to test your ability. And perhaps even more important, designed to give you the most thrilling drive of your life.

Tonight's dinner promises to be something of an experience too. The Hotel Silverhatten will be serving a selection of some of Lapland's delicious local cuisine for you to sample.

DAY 4



After your morning briefing, it's your final ice drive. As you carve round those corners you'll begin to really appreciate just how much you've learnt. This is where it all comes together as you powerslide your way around the various handling circuits. Suddenly you'll find yourself driving like a pro.

And talking of pro-drivers, we've arranged a white-knuckle passenger ride for you with one of our experts, where you'll appreciate just what the car is capable of.

Our final treat for you is a tour of our secret cold-climate testing facility and an off-road challenge. You might be feeling a bit blasé by now, but believe us, this will definitely have your pulse racing.

Pre-dinner drinks (you'll be more than ready for them), will be served in the Tipi Ulak, an atmospheric cabin on the edge of the forest, followed by dinner and a chance to exchange stories from the day with your fellow ice drivers.

DAY 5 – ACTIVITIES & DEPARTURE



If you're not quite ready for your Scandinavian adventure to end (and believe us, you won't be), we have some additional activities for you to try. How about a snow safari on snowmobiles weaving through the pine forests, or perhaps a Land Rover Experience Drive to the edge of the Arctic Circle? If you're feeling adventurous (and energetic) you could try a husky-sled tour. Any one of them is the perfect way to round off your Arctic adventure. Just sign-up when you book online or email the team for more information.





YOUR ICE DRIVE ADVANCED ITINERARIES



For returning guests, or those with previous ice driving experience, we have designed our Ice Drive Advanced programme.

You'll be back on the familiar ice tracks, but this time there'll be more in-depth briefing and more one-to-one tuition. You'll be able to clock up more hours on the ice and we'll take you through some more technical challenges. Better still, you'll be able to get behind the wheel of the new All-Electric Jaguar I-PACE as well as some of our SVR ultra high-performance vehicles.

In other words, you're in for a whole lot more pulse-quickenning driving action.



ICE DRIVE ADVANCED 3 DAY ITINERARY

DAY 1



Arrive at Arvidsjaur Airport where our Advanced team will meet you and drive you to the Hotel Silverhatten. If you haven't been here before, be prepared to have your breath taken away. High on a hillside with commanding views of the surrounding forests and mountains, it's a true winter spectacle.

You'll have a chance to meet your fellow drivers at welcome drinks in the exclusive Jaguar Land Rover Tipi Lounge. Dinner is served in the Silverhatten restaurant, where you'll be able to chat to the Jaguar Land Rover Ice Academy Team.



DAY 2



After breakfast you'll head straight out on to the ice to refresh your skills. After a few tentative corners it'll all start to come back to you. Your instructor will hone your skills and improve your technique. By the afternoon you'll be powersliding your way around our stunning ice tracks.

You won't want to stop, but dinner in the Jaguar Land Rover Tipi Lounge will give you a chance to share your tales from the ice with the other drivers.

DAY 3



This is where it starts to get serious. Today it's one-on-one instruction from our pro-drivers to push you to your limit. In the afternoon it's time to put some thoroughbred performance cars through their paces. You'll have the rare chance to drive our SVR vehicles. More power, more performance, and more of that massive smile on your face as you unleash the power.

Tonight's farewell dinner is in a special location, where you'll be able to relive every perfect apex and four wheel drift as you swap stories and compare the highlights of your trip.

DAY 4 – ACTIVITIES & DEPARTURE



If you're not quite ready for your Scandinavian adventure to end (and believe us, you won't be), we have some additional activities for you to try. How about a snow safari on snowmobiles weaving through the pine forests, or perhaps a Land Rover Experience Drive to the edge of the Arctic Circle? If you're feeling adventurous (and energetic) you could try a husky-sled tour. Any one of them is the perfect way to round off your Arctic adventure. Just sign-up when you book online or email the team for more information.

ICE DRIVE ADVANCED PLUS 4 DAY ITINERARY



DAY 1



Arrive at Arvidsjaur Airport where our Advanced team will meet you and drive you to the Hotel Silverhatten. If you haven't been here before, be prepared to have your breath taken away. High on a hillside with commanding views of the surrounding forests and mountains, it's a true winter spectacle.

You'll have a chance to meet your fellow drivers at welcome drinks in the exclusive Jaguar Land Rover Tipi Lounge. Dinner is served in the Silverhatten restaurant, where you'll be able to chat to the Jaguar Land Rover Ice Academy Team.

DAY 2



After breakfast you'll drive the vehicles from the hotel to the Jaguar Land Rover Lodge on the frozen lake. There'll be an expert briefing, then you head out onto the ice to refresh the skills you learnt last time. It'll soon start coming back to you and your instructor will work with you to refine your skills and sharpen your technique. By the afternoon you'll be powersliding your way round our stunning ice tracks as if you'd never been away.

You won't want to stop, but dinner in the Jaguar Land Rover Tipi Lounge will give you a chance to share your tales from the ice with the other drivers.

DAY 3



This is where it starts to get serious. Today it's one-on-one instruction from our pro-drivers to build on what you've learnt and to push you to your limit. You'll have the rare chance to drive some of our SVR vehicles; awesome power and performance that will need all your new-found skills to control as you clock up lap after blistering lap on the ice circuits.

Tonight's dinner promises to be something of an experience too, as the Hotel Silverhatten will be serving a selection of Lapland's best local cuisine.

DAY 4



It's your last day, so we'll keep the briefing short. Today is all about showing the ice who's boss. Pick your line and power-slide around the circuit like a real pro.

Finally, it's time to 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 on ice that you'll never forget.

Tonight's farewell dinner is in a special location, where you'll be able to relive every perfect apex and four wheel drift as you swap stories and compare the highlights of your trip.

DAY 5 – ACTIVITIES & DEPARTURE

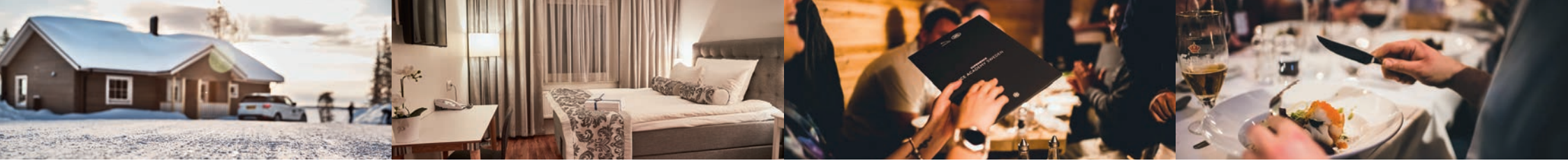


If you're not quite ready for your Scandinavian adventure to end (and believe us, you won't be), we have some additional activities for you to try. How about a snow safari on snowmobiles weaving through the pine forests, or perhaps a Land Rover Experience Drive to the edge of the Arctic Circle? If you're feeling adventurous (and energetic) you could try a husky-sled tour. Any one of them is the perfect way to round off your Arctic adventure. Just sign-up when you book online or email the team for more information.





ACCOMMODATION



66° 02' N 17° 51' E

The Hotel Silverhatten is high on a hill in the Swedish forests overlooking frozen lakes and surrounded by mountains. A stunning other-worldly experience. Traditional Swedish hospitality combined with a fairytale setting. You're close enough to the Arctic Circle to see the Northern Lights (if you're lucky), and to experience almost constant daylight in summer.

The hotel is famous for its traditional Scandinavian welcome and the restaurant is renowned for its authentic northern Swedish cuisine as well as its international menu.

As an Ice Academy guest, you'll have exclusive access to the Jaguar Land Rover Tipi Lounge, situated in its own wing.

The hotel has a spa with a sauna (this is Sweden, after all), steam room and jacuzzi. But you're just as likely to want to relax with a drink in front of the roaring fire.



MEET YOUR EXPERT TEAM



Professional, dedicated, friendly and experienced. Not only do our Jaguar Land Rover Team know how to get the best out of our vehicles, they also know how to impart that knowledge to get the best out of you too. Because when the terrain gets tough, there's nothing more reassuring than a calm presence who's seen it all before.

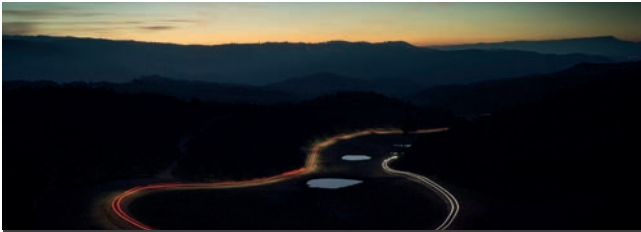
At Jaguar Land Rover, we know that when it comes to understanding world-class vehicles, you need experts who are in a class of their own.



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.

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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 and perfectly choreographed robots working together as our team of dedicated experts guide you through the manufacturing process.

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FREQUENTLY ASKED QUESTIONS

Who operates the Jaguar Land Rover Ice Academy?

Zum goldenen Hirschen X 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, Zum goldenen Hirschen X 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 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, I-PACE, Range Rover Sport, Range Rover Velar

Ice Drive Advanced +

F-TYPE V6, F-TYPE V8, F-TYPE V8 SVR, F-PACE, I-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.

When do the bookings close?

Rotations will be closed 4 weeks prior to rotation start date.

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, snowmobile tours and Arctic Circle Drive (for 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 the team when you're there, or email jlriceacademy@029-travel.com

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?

Zum goldenen Hirschen X 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 Zum goldenen Hirschen X 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. Drones are not allowed.

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

The programme is delivered in English.



EXPERIENCE ICE ACADEMY SWEDEN



PRICE LIST

ICE DRIVE (3 DAYS)

€3,250 (PER PERSON)

ICE DRIVE PLUS (4 DAYS)

€3,990 (PER PERSON)

ICE DRIVE ADVANCED (3 DAYS)

€4,250 (PER PERSON)

ICE DRIVE ADVANCED PLUS (4 DAYS)

€4,990 (PER PERSON)





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