

# EXPERIENCE





Nothing combines thrill and excitement like a Jaguar and Land Rover Experience. Taking our most capable and powerful cars to the limit is something that everyone who's passionate about driving should experience at least once in their lifetime.

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# EXPERIENCE

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With premium hotels, expert instructors and full support on offer, every Jaguar and Land Rover Experience represents the ultimate in what you can do behind the wheel.

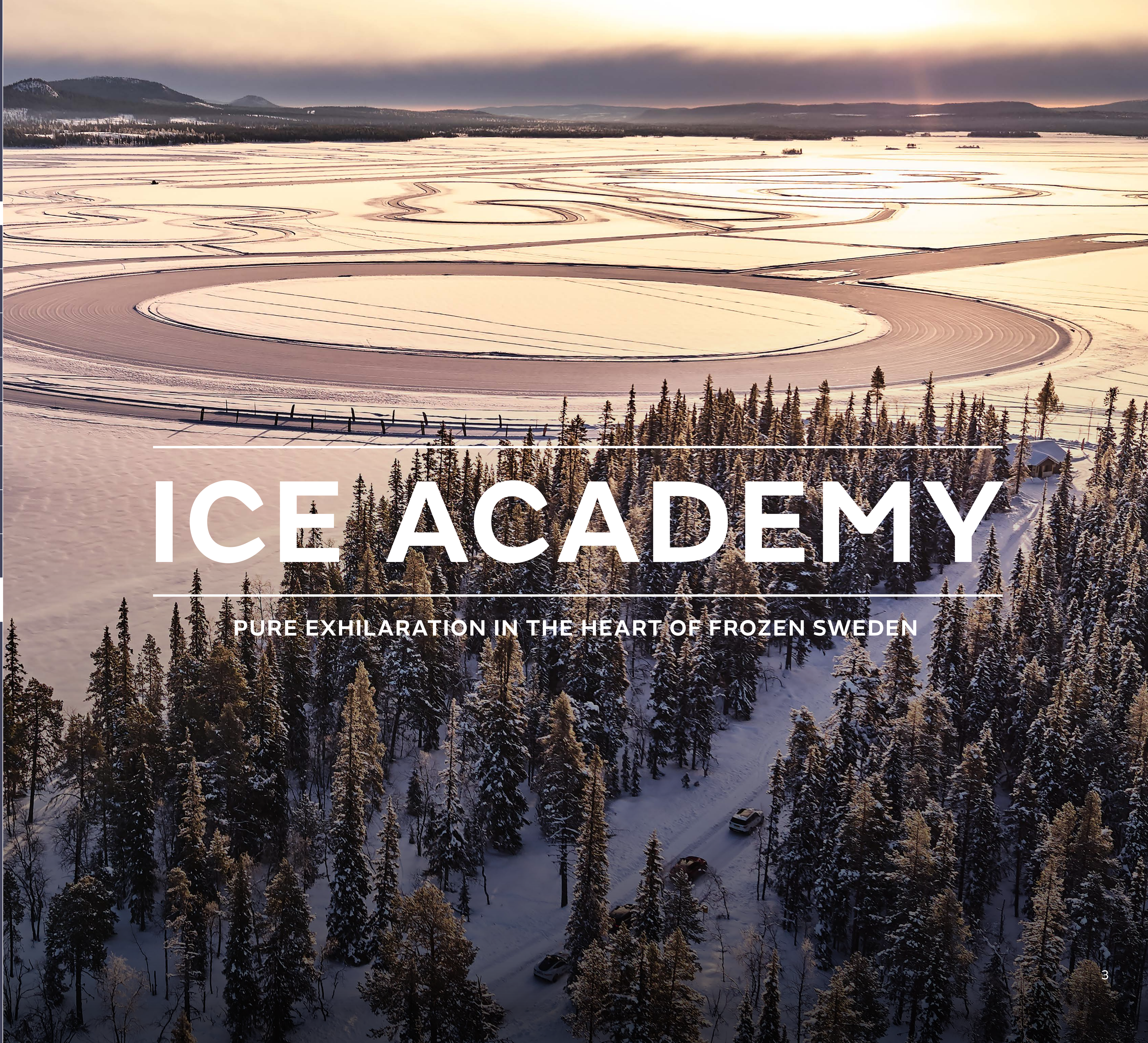




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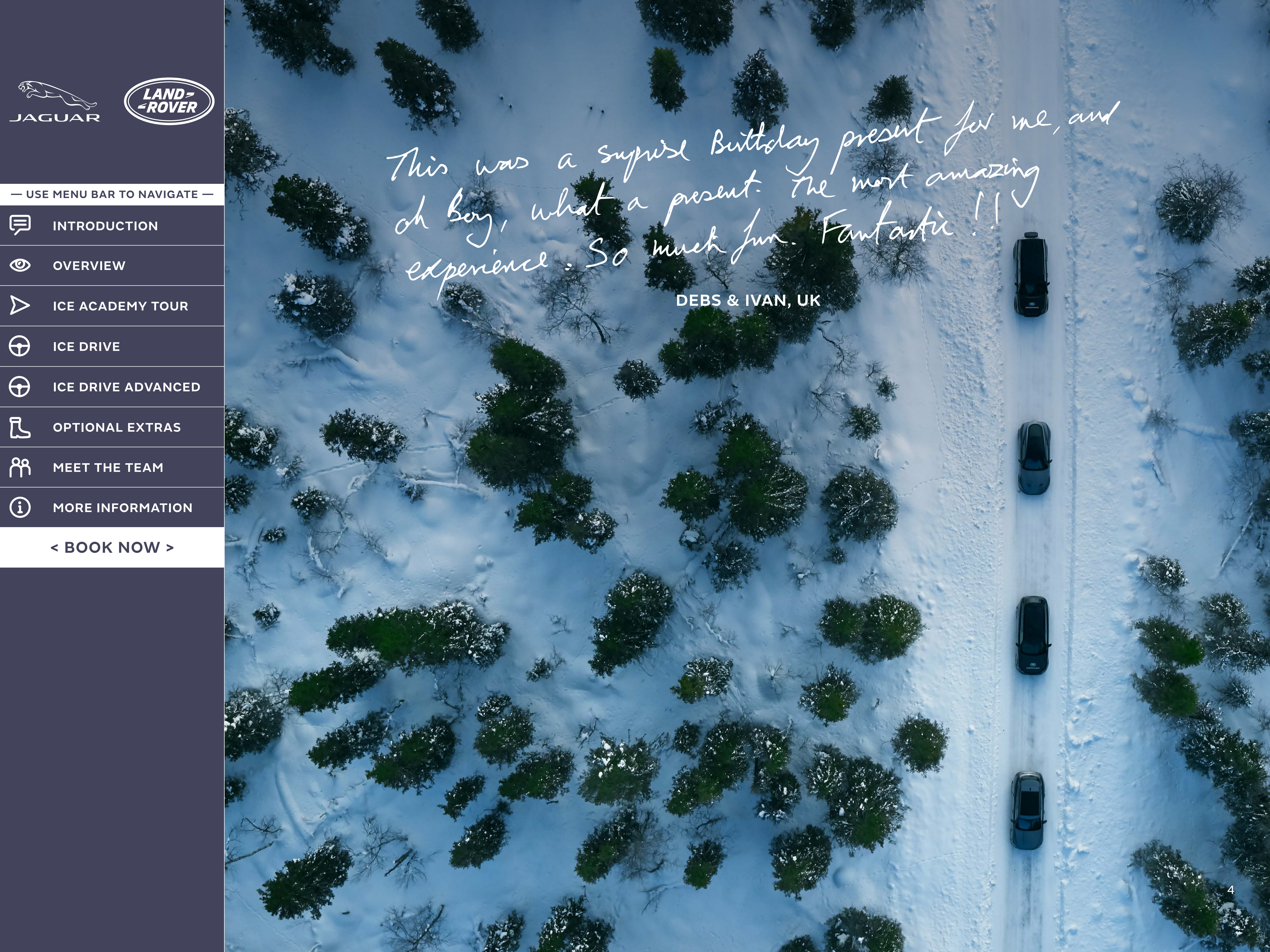
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# ICE ACADEMY

PURE EXHILARATION IN THE HEART OF FROZEN SWEDEN





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*This was a surprise Birthday present for me, and  
oh Boy, what a present. The most amazing  
experience. So much fun. Fantartic!!!*

DEBS & IVAN, UK





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# INTRODUCTION

At the very edge of the Arctic Circle lies Arjeplog. A sub-zero wilderness, this hidden corner of Sweden plays host to a truly unique driving experience. At 66° 03'06" N, 17° 53'09" E, this small town of fewer than 2,000 people feels like it could be on another planet.

Acres of frozen lakes give way to stunning vistas and epic landscapes. Dense forests and deep snowbanks twist the winter sunlight, further enhancing this bewitching place. Visit at the right time of year and you may even get a glimpse of Aurora Borealis, the world-famous Northern Lights. With a setting like this, we can promise that it won't just be the cold air that will take your breath away.





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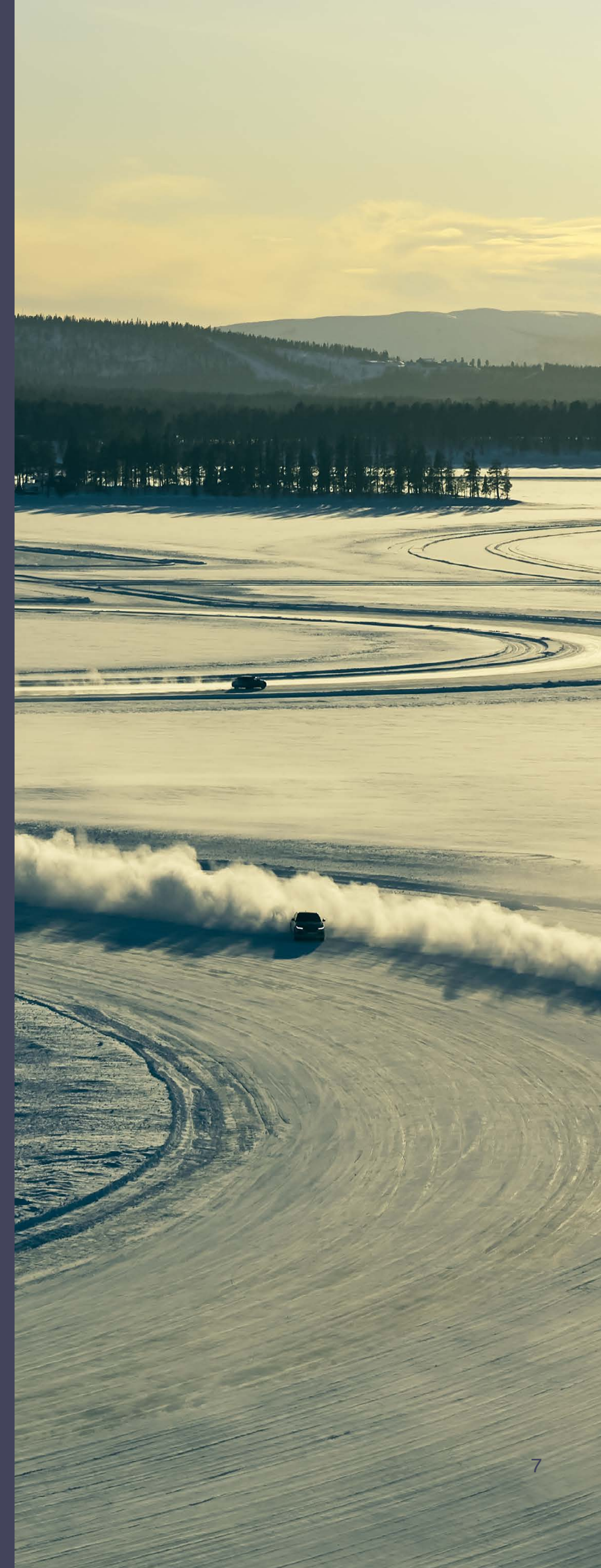
# OVERVIEW

The Jaguar Land Rover Ice Academy is all about thrill. It's your opportunity to drive our SUVs and sports cars to their fullest capability, all under the guidance of our highly trained experts.

With programmes catering to every level of expertise, you'll come away with invaluable skills no matter your previous winter driving experience. The Ice Drive programme provides the perfect introduction to cold-weather driving, while Ice Drive Advanced offers more experienced drivers world-class thrills. Both are available as standard three-day trips, or alternatively select either as a 'Plus' experience for four days of excitement.

Whichever Ice Drive you choose, you'll be able to hone your skills in a wide selection of our vehicles, including the supremely capable Range Rover Sport and Jaguar F-PACE. For pure thrills, nothing comes close to the blisteringly quick Jaguar F-TYPE.

As an extra treat, you'll also be given privileged access to our cold-weather testing centre. This extremely exclusive facility is where we subject our new models to the toughest extremes to make sure they're up to the task of facing winters all around the globe.





# ACCOMMODATION

When you're not sliding around the frozen ice tracks, you'll be able to enjoy the peaceful warmth of the Hotel Silverhatten. Situated high in the forested hills, this unique venue enjoys stunning views of the lakes and mountains.

Traditional Swedish hospitality ensures you'll always be well looked after. Roaring log fires and hearty meals make the hotel a perfect place to relax after high-energy days. Plus, as an Experience guest, you'll also have exclusive access to the Jaguar Land Rover Tipi Lounge, situated in its own wing of the hotel.







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# CLIMATE

Arjeplog’s subarctic climate is typical of Northern Sweden, and so tends not to lend itself to shorts and flip-flops. Although the winters are somewhat moderated by the North Atlantic jet stream, temperatures have still been known to drop to as low as -20°C, making it the perfect place to experience authentic Scandinavian winters, with deep snow and dense evergreen forests.

Because Arjeplog sits just below the Arctic Circle, it experiences on average just three hours of daylight per day, and long periods when it simply doesn’t get dark at all due to the height and angle of the sun in the sky.

The Jaguar Land Rover Ice Academy rotation takes place from January through to March. You can expect to experience between five to eight hours of sunlight per day during your visit.







# YOUR VEHICLES

If you have little or no experience driving on ice, then the Jaguar Land Rover Ice Academy is the perfect place to begin. This experience, offered as a three or four-day programme, will give you an excellent foundation of ice driving skills.

If you choose the Ice Drive or Ice Drive+ Experience, you will have the opportunity to put the Jaguar F-TYPE, Jaguar F-PACE and the Land Rover Range Rover Sport through their paces.

If you are a returning guest or have previous ice driving experience, you may choose to take on the challenge of the Advanced programmes. Included within the vehicles listed above are sessions in the Jaguar F-TYPE SVR (20MY) Jaguar F-PACE SVR, Jaguar XE SV Project 8, Land Rover New Defender, as well as a passenger hot lap in the Jaguar I-PACE eTrophy.

Please note that 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.





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North Sea

# SWEDEN

## ARJEPLOG







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# ICE ACADEMY IN BRIEF

## ICE DRIVE

- Day One** Arrival in Arjeplog and welcome dinner
- Day Two** Briefing and first ice drive
- Day Three** More ice driving and test facility visit
- Day Four** Free time for activities before departure

## ICE DRIVE+

- Day One** Arrival in Arjeplog and welcome dinner
- Day Two** First ice drive lessons with instructors
- Day Three** Pure driving thrills on the professional tracks
- Day Four** Final ice drive and testing facility visit
- Day Five** Free time for activities before departure

## ICE DRIVE ADVANCED

- Day One** Arrival and welcome dinner
- Day Two** Refresher course and time with instructors
- Day Three** Final day on the ice and one-on-one driving session with instructors
- Day Four** Free time for activities before departure

## ICE DRIVE ADVANCED+

- Day One** Arrival and welcome dinner
- Day Two** Refresher course and time with instructors
- Day Three** One-on-one driving session with instructors
- Day Four** Last day of driving and ride with professionals
- Day Five** Free time for activities before departure





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FANTASTIC FROM START TO FINISH.  
LIVE LIFE TO THE MAX AND KEEP THE  
EXPERIENCES COMING!

CHEERS AND A MASSIVE THANK  
YOU TO SLR ICE ACADEMY!

GRAHAM, UK







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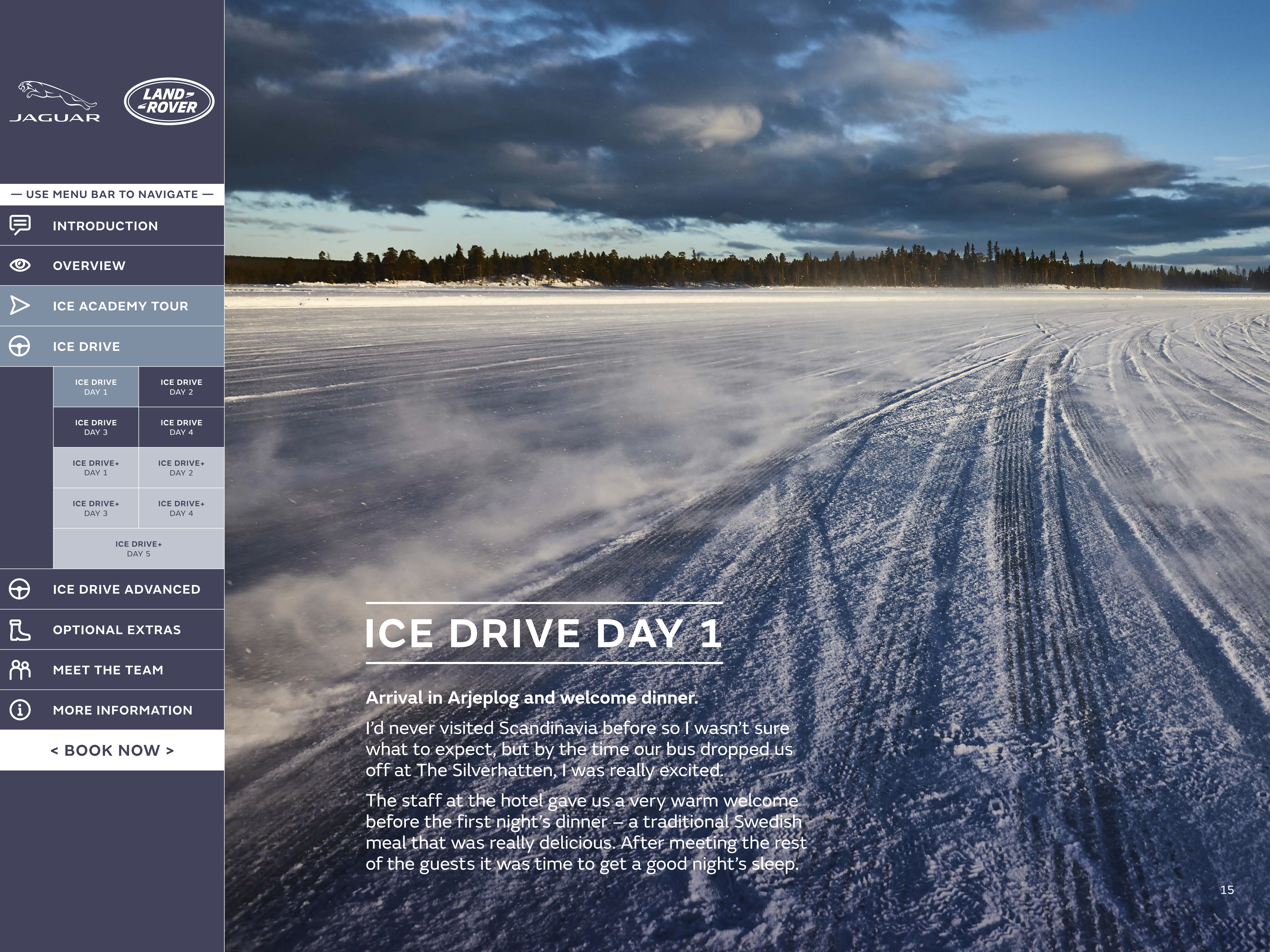
# ICE DRIVE

Available as either a three-day weekend experience or four-day midweek experience, this is the perfect introduction to the thrilling art of ice driving. Set against a stunning Arctic backdrop, test your limits over the various ice tracks.

To get an idea of what’s on offer, read what two of our guests had to say about their Ice Drive and Ice Drive+ experiences.







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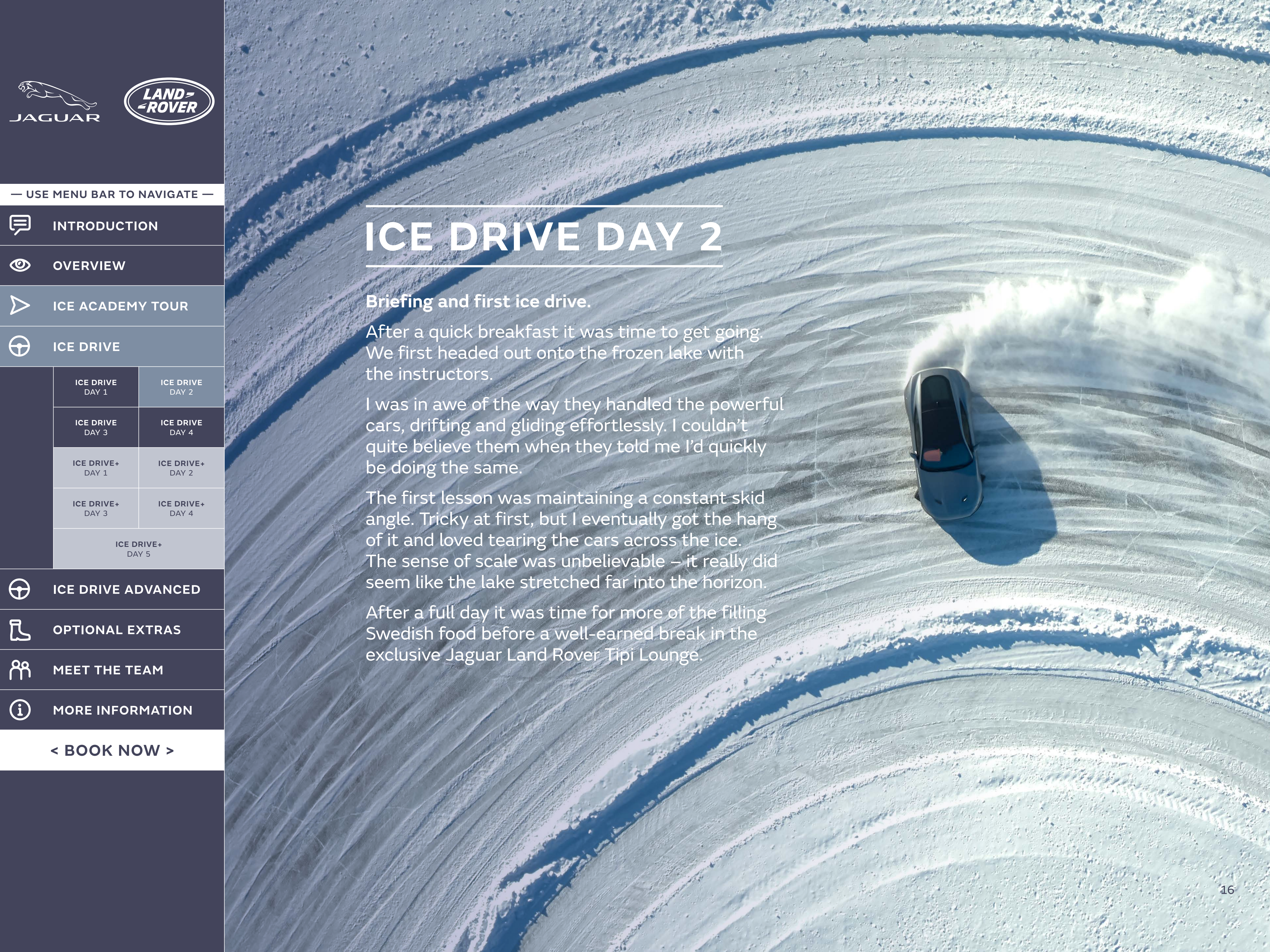
# ICE DRIVE DAY 1

## Arrival in Arjeplog and welcome dinner.

I'd never visited Scandinavia before so I wasn't sure what to expect, but by the time our bus dropped us off at The Silverhatten, I was really excited.

The staff at the hotel gave us a very warm welcome before the first night's dinner – a traditional Swedish meal that was really delicious. After meeting the rest of the guests it was time to get a good night's sleep.





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# ICE DRIVE DAY 2

## Briefing and first ice drive.

After a quick breakfast it was time to get going. We first headed out onto the frozen lake with the instructors.

I was in awe of the way they handled the powerful cars, drifting and gliding effortlessly. I couldn't quite believe them when they told me I'd quickly be doing the same.

The first lesson was maintaining a constant skid angle. Tricky at first, but I eventually got the hang of it and loved tearing the cars across the ice. The sense of scale was unbelievable – it really did seem like the lake stretched far into the horizon.

After a full day it was time for more of the filling Swedish food before a well-earned break in the exclusive Jaguar Land Rover Tipi Lounge.



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# ICE DRIVE DAY 3

## More ice driving and test facility visit.

Another big breakfast before heading straight back out to the ice. It was time to apply everything that we'd learned yesterday as we tackled the full-size test tracks. Designed to put our skills into practice, it was certainly a proper challenge.

Rapid corners, big slides and full-power straights demanded a lot of skill, but I made it round in one piece.

Halfway through the day we got the chance to visit the exclusive Jaguar Land Rover cold-climate test centre – the secret zone where new models are put through their paces ahead of release. It was amazing to get to be in this usually completely off-limits facility and see first-hand just what the cars have to go through before they reach the showroom.

The final treat was a high-speed 'Hot Lap' passenger ride with the instructors in an F-TYPE. I thought I'd handled the tracks pretty well, but the former race drivers really were on another level. Knowing how challenging the lake was made it even more of a spectacle, and for a real white-knuckle experience we got the chance to upgrade the ride to a Jaguar XE SV Project 8 – the world's fastest saloon vehicle!

For the last evening of the trip we enjoyed a delicious feast. We all had plenty of stories to share from the ice, with everyone feeling like they'd learned valuable skills from the experience.







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A Land Rover Defender is shown from a front-three-quarter perspective, driving towards the viewer on a narrow, snow-covered road. The road is flanked by tall, snow-laden evergreen trees. The scene is illuminated by the warm, golden light of a low sun, creating a hazy atmosphere and casting long shadows. The vehicle's headlights are on, and its roof rack is visible. The overall mood is adventurous and serene.

# ICE DRIVE DAY 4

## Free time for activities before departure.

Knowing I was leaving slightly later on the fourth day meant I had plenty of time for another Scandinavian activity. I'd arranged to go on the Arctic Circle Drive tour, booked at the beginning of my trip. What an experience! It was the perfect way to end what had been a seriously adventurous few days. I'll definitely be back for more.

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# ICE DRIVE+ DAY 1

Arrival in Arjeplog and welcome dinner.

Having only previously travelled to Sweden on business I was keen to see what else this fascinating country had to offer. As a real driving enthusiast, the Ice Drive+ looked perfect for me.

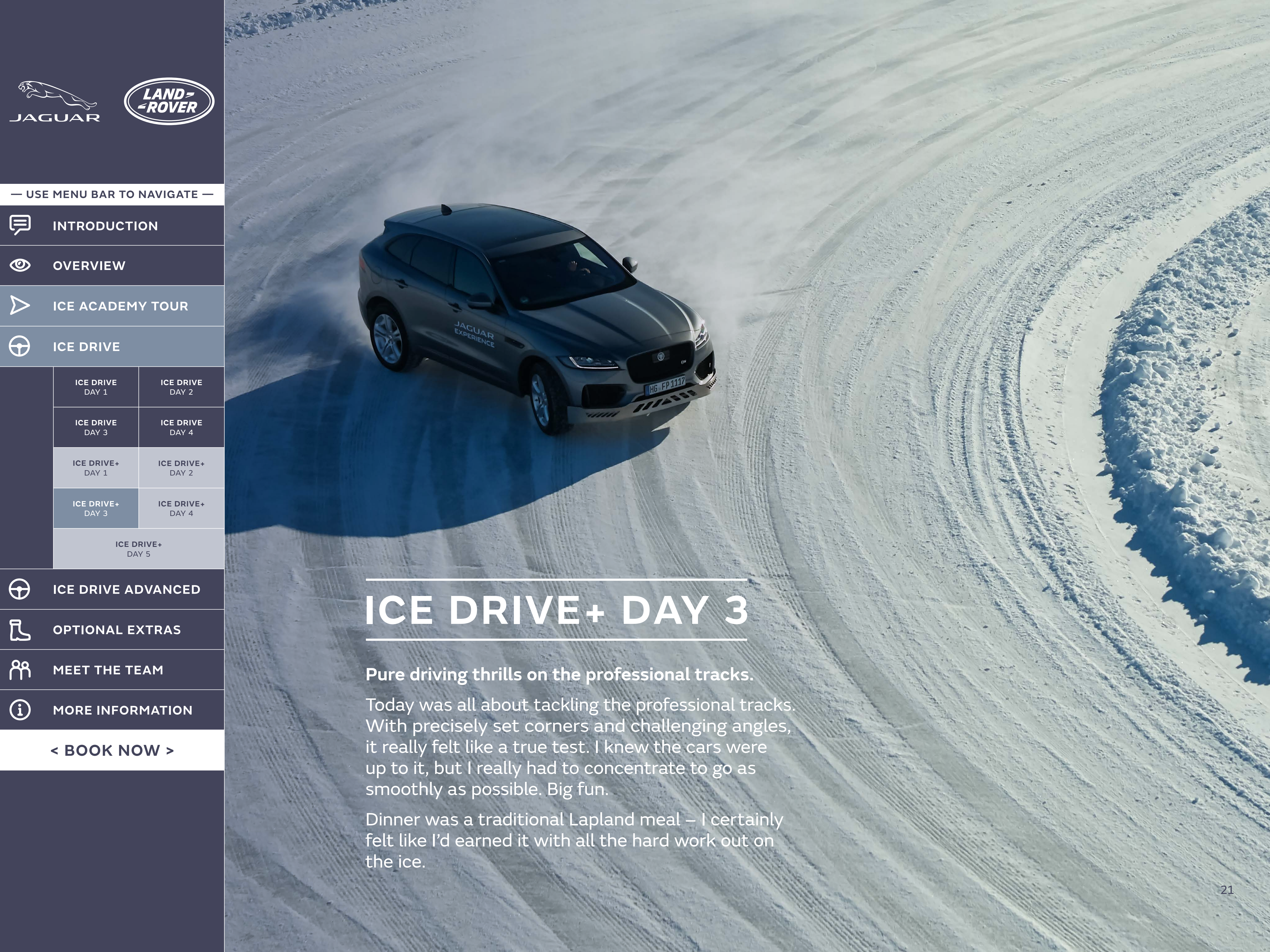
The drive from the airport to the hotel was truly breathtaking, while the welcome drinks served as a perfect ice-breaker for all us guests.

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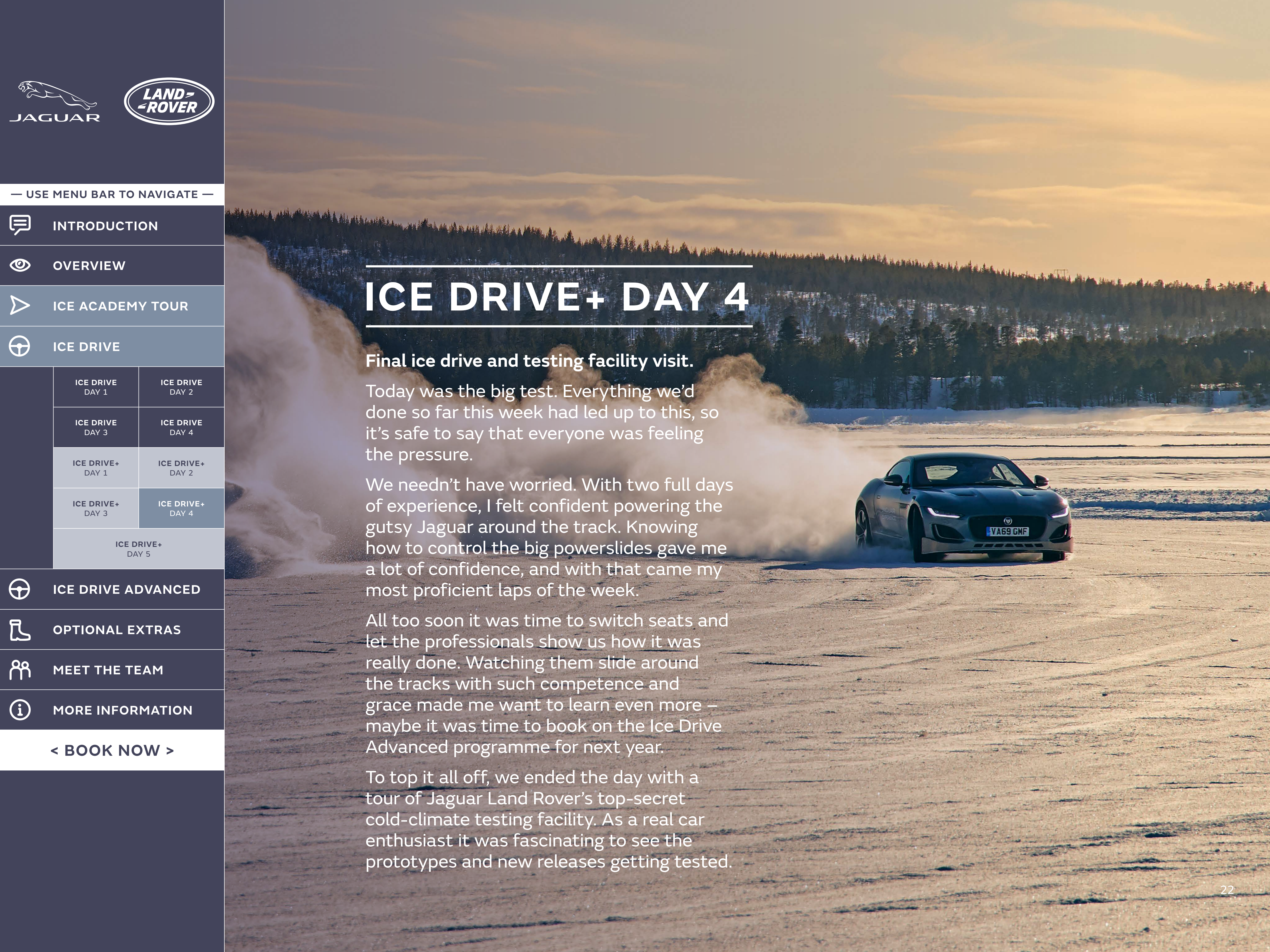
# ICE DRIVE+ DAY 3

Pure driving thrills on the professional tracks.

Today was all about tackling the professional tracks. With precisely set corners and challenging angles, it really felt like a true test. I knew the cars were up to it, but I really had to concentrate to go as smoothly as possible. Big fun.

Dinner was a traditional Lapland meal – I certainly felt like I’d earned it with all the hard work out on the ice.





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# ICE DRIVE+ DAY 4

## Final ice drive and testing facility visit.

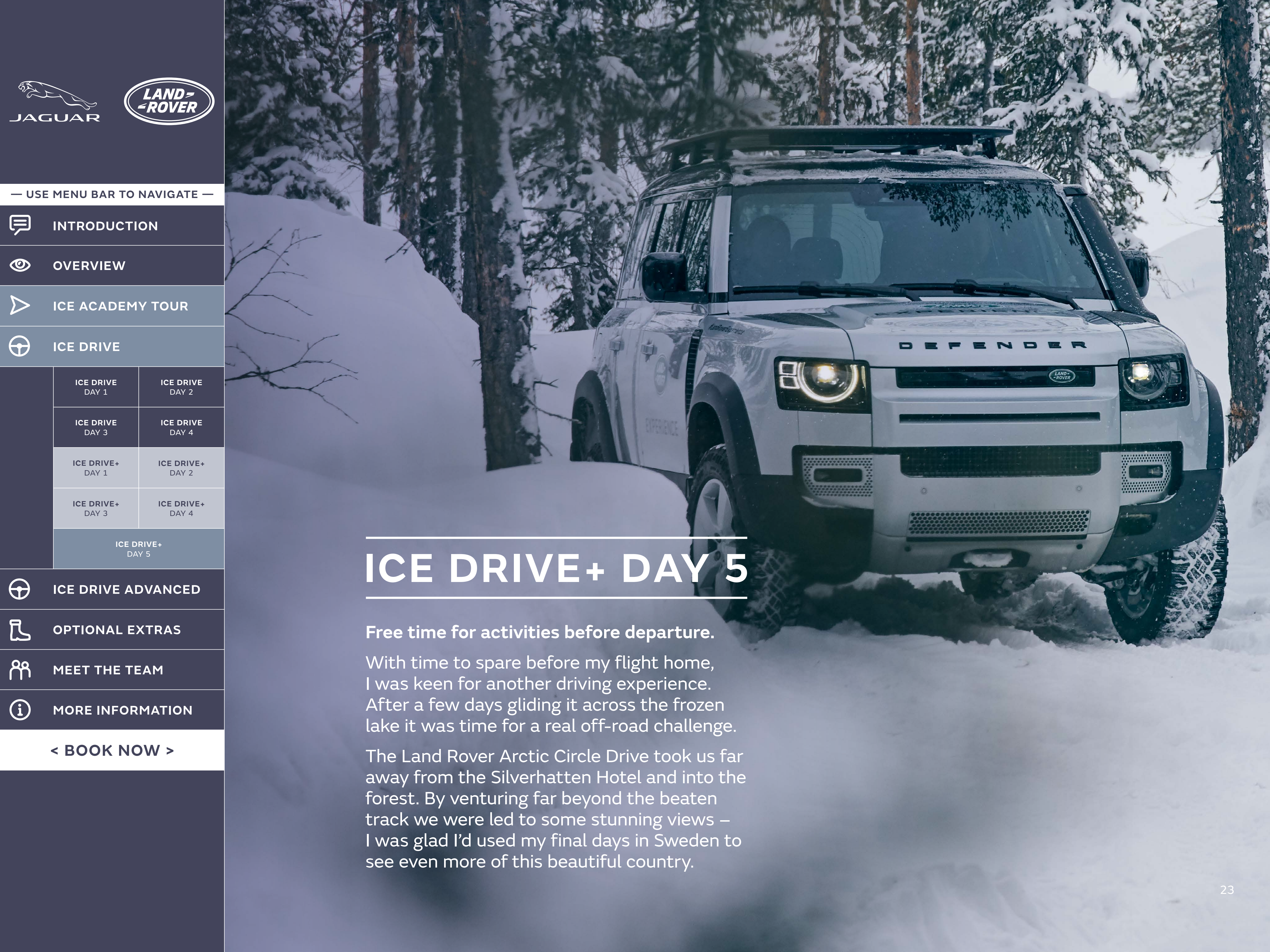
Today was the big test. Everything we'd done so far this week had led up to this, so it's safe to say that everyone was feeling the pressure.

We needn't have worried. With two full days of experience, I felt confident powering the gutsy Jaguar around the track. Knowing how to control the big powerslides gave me a lot of confidence, and with that came my most proficient laps of the week.

All too soon it was time to switch seats and let the professionals show us how it was really done. Watching them slide around the tracks with such competence and grace made me want to learn even more – maybe it was time to book on the Ice Drive Advanced programme for next year.

To top it all off, we ended the day with a tour of Jaguar Land Rover's top-secret cold-climate testing facility. As a real car enthusiast it was fascinating to see the prototypes and new releases getting tested.





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# ICE DRIVE+ DAY 5

Free time for activities before departure.

With time to spare before my flight home, I was keen for another driving experience. After a few days gliding it across the frozen lake it was time for a real off-road challenge.

The Land Rover Arctic Circle Drive took us far away from the Silverhatten Hotel and into the forest. By venturing far beyond the beaten track we were led to some stunning views – I was glad I’d used my final days in Sweden to see even more of this beautiful country.





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# ICE DRIVE ADVANCED

For our returning guests (or for anyone who's familiar with the basics of ice driving) we've created the Ice Drive Advanced and Ice Drive Advanced+ programmes. Exclusive to just two groups of ten guests, these experiences are a marked progression from the standard Ice Drive programmes - you'll be getting behind the wheel of our most iconic Jaguar and Land Rover vehicles. Plus, you'll receive in-depth feedback and one-on-one tuition from our expert instructors. This is where it all gets serious.

To get a better idea of what's on offer, read what two of our guests had to say about their Ice Drive Advanced and Ice Drive Advanced+ experiences.







JAGUAR



LAND  
ROVER

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# ADVANCED – DAY 1

## Arrival and welcome dinner.

Like last year, we were transfered by bus from Arvidsjaur Airport and on to the Silverhatten Hotel. It felt great to be back in familiar surroundings and as soon as I saw the frozen lake I was itching to get out there again. Dinner with the team was a great chance for some friendly banter about our previous experiences on the ice.

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# ADVANCED – DAY 2

## Refresher course and time with instructors.

After a year away I was a bit apprehensive before getting behind the wheel again. Thankfully, the instructors quickly had my confidence back up. I'd not forgotten any of the skills from my previous time with the Ice Academy and before I knew it I was happily cruising round with slick manoeuvres.

Throughout the day I was in and out of different cars. For me, the highlight had to be the F-PACE – pure acceleration, amazing agility and insane fun.

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# ADVANCED – DAY 3

## Final day on the ice.

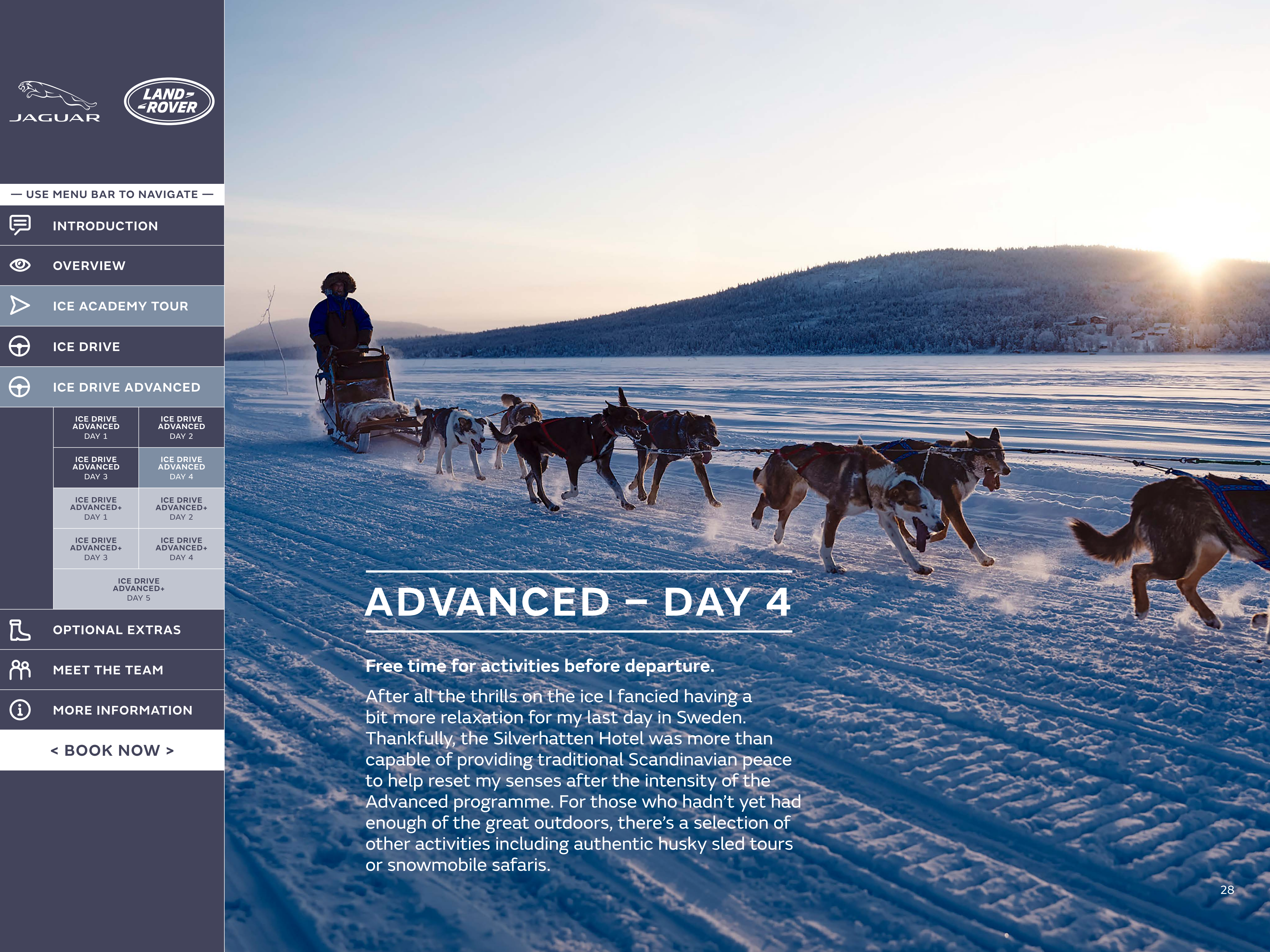
Today was the day I'd really been looking forward to – the chance to take the New Land Rover Defender off-road.

With one of the instructors giving me feedback, I felt the car come alive. I slid around the ice with more agility than ever, with massive powerslides – and an even bigger grin.

It was over much too soon, but the final dinner was a great chance to relive all that day's action on the ice.

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## ADVANCED – DAY 4

**Free time for activities before departure.**

After all the thrills on the ice I fancied having a bit more relaxation for my last day in Sweden. Thankfully, the Silverhatten Hotel was more than capable of providing traditional Scandinavian peace to help reset my senses after the intensity of the Advanced programme. For those who hadn't yet had enough of the great outdoors, there's a selection of other activities including authentic husky sled tours or snowmobile safaris.





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# ADVANCED+ – DAY 1

## Arrival and welcome dinner.

I was very excited to head back out to Arjeplog for my third Jaguar Land Rover Ice Academy Experience. As a self-proclaimed veteran of the Ice Academy, the Advanced+ experience was a must-do for me.

The Silverhatten Hotel was the same traditional retreat I'd remembered. The perfect respite from the freezing temperatures outside, it served us a delicious opening night dinner where the whole team had the chance to get to know each other.

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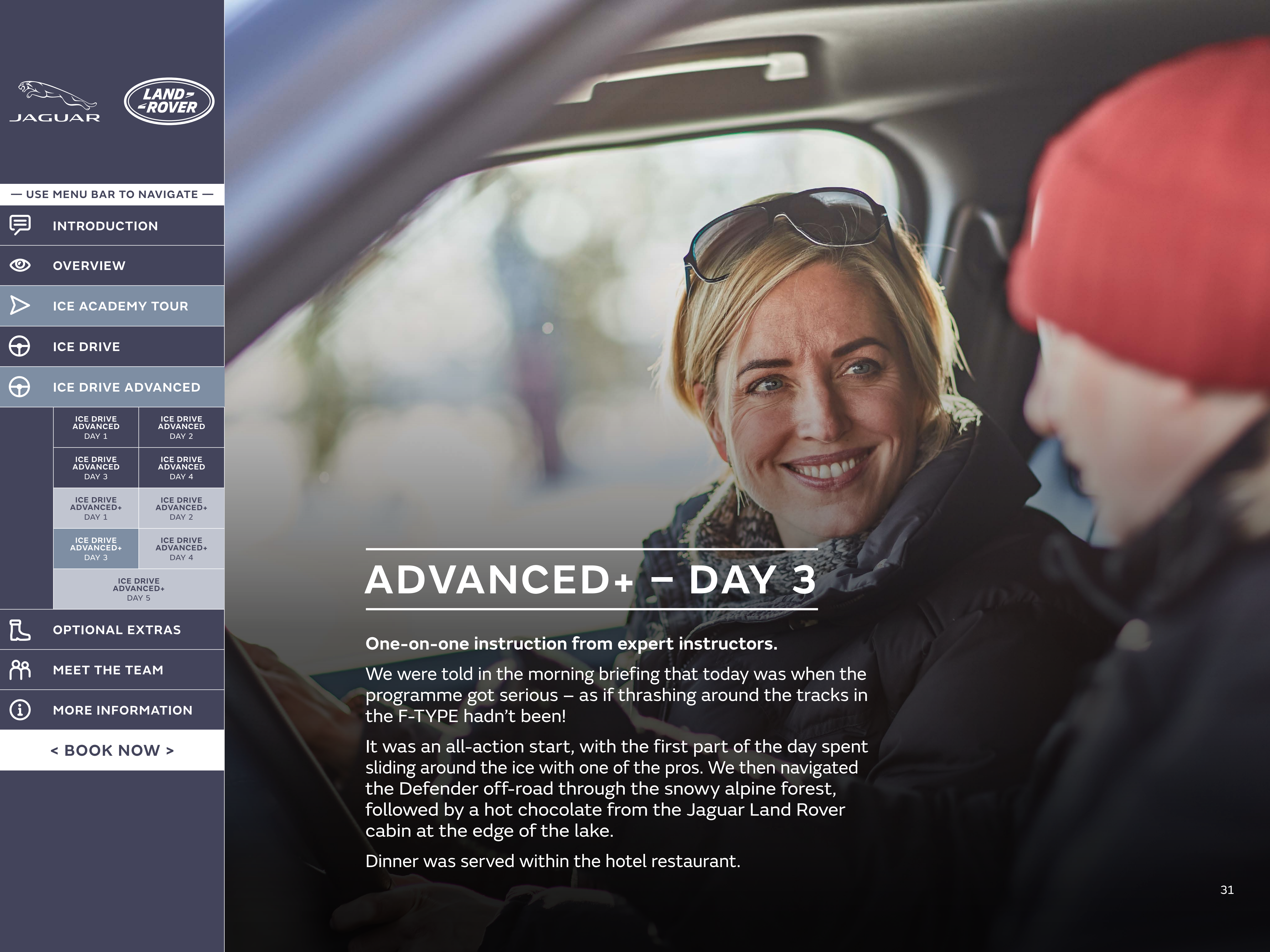
# ADVANCED+ – DAY 2

Refresher course and time with instructors.

As soon as I got back behind the wheel I was comfortable again with the demands of driving on ice. I suppose you never forget – like riding a bike, but powersliding it through a winter wonderland.

Still, time with the instructors really helped me to hone my technique. By the end of the day I was manoeuvring nimbly through the sweeping bends. It doesn't really get much more fun than that... or so I thought.





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## ADVANCED+ – DAY 3

**One-on-one instruction from expert instructors.**

We were told in the morning briefing that today was when the programme got serious – as if thrashing around the tracks in the F-TYPE hadn't been!

It was an all-action start, with the first part of the day spent sliding around the ice with one of the pros. We then navigated the Defender off-road through the snowy alpine forest, followed by a hot chocolate from the Jaguar Land Rover cabin at the edge of the lake.

Dinner was served within the hotel restaurant.





JAGUAR



LAND  
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# ADVANCED+ – DAY 4


Last day of driving and ride with professionals.

I was up early for our final chance to get out on the ice. Today was the time to put all of our practice into action with laps of the twisty handling circuits.

All too soon it was time to leave the ice, but we then got the chance to use our new vehicle control skills in the Range Rover Sport as we explored the Arctic Circle.

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# ADVANCED+ – DAY 5

Free time for activities before departure.

The last time I'd been in Arjeplog I'd joined the Land Rover Arctic Circle Drive. Being something of a petrolhead, this time I was after a full-throttle activity for my final day. So I opted for a snowmobile safari through the pine forests surrounding the lake. I couldn't have asked for a more thrilling way to end my third Ice Academy experience.





# OPTIONAL EXTRAS

## HOT LAPS

Upgrade your existing Hot Lap experience to be enjoyed in our most extreme performance Jaguars. You will be driven by an expert instructor who will speed-drift and pirouette your way around the most demanding ice circuit.

## ARCTIC CIRCLE DRIVE

Go beyond the perfectly flat plane of the lake, and take to the rugged Arctic snowfields in a sure-footed Land Rover Defender to discover frozen forests and pristine, dazzling vistas. You really will feel capable of great things.

## HUSKY RIDE

Enjoy a thrilling ride aboard the original Arctic ATV – a Husky dog sled team. There is no more authentic or adorably enthusiastic way to experience the snowy wilderness.

## SNOW SAFARI

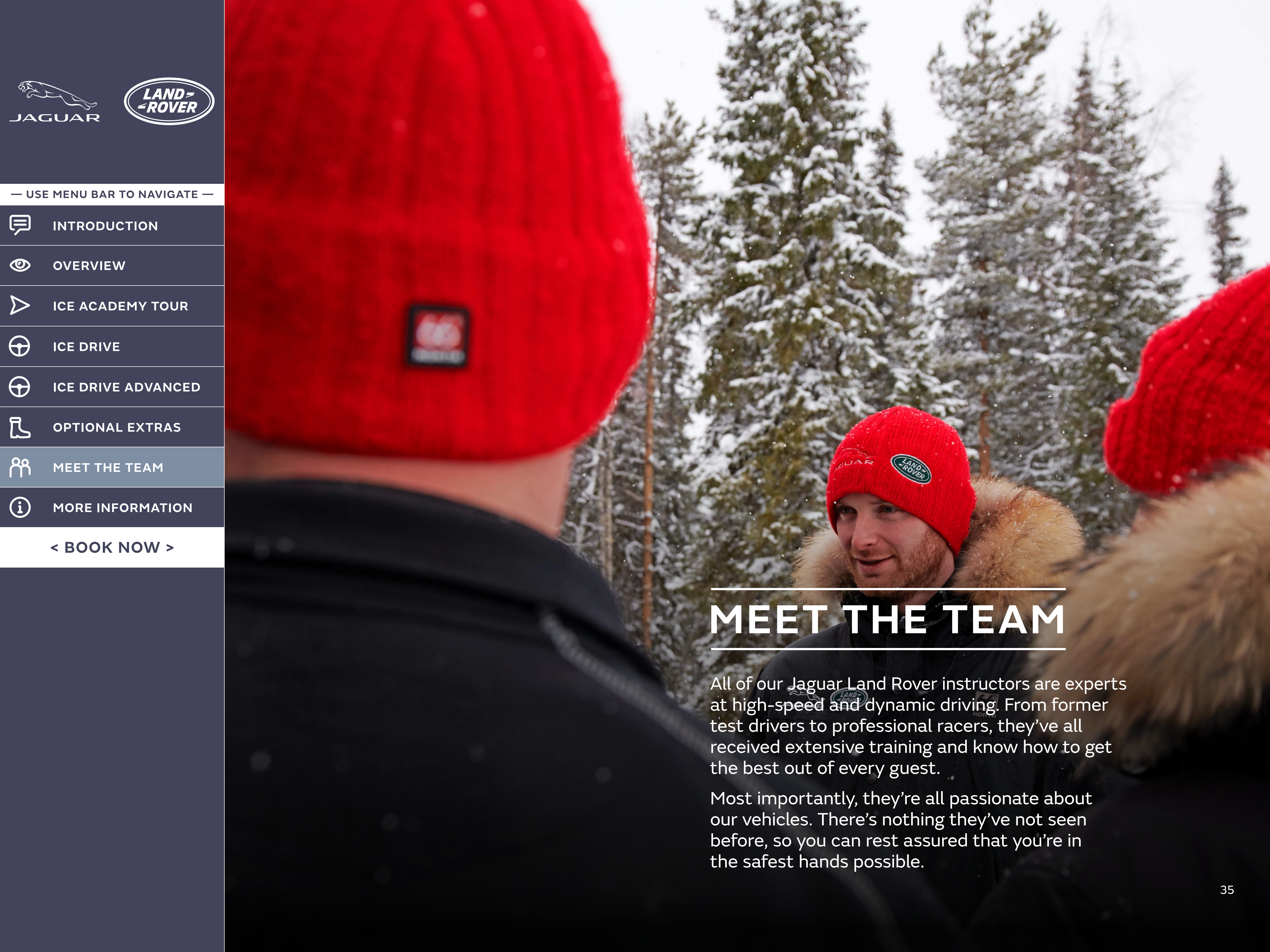
Experience the Arctic up close and personal from your own powerful snowmobile. See local nature, pine forests and snow-filled scenery at its very best.

## THE ICE ACADEMY NON-DRIVER PROGRAMME

Our plus-one package gives a non-driving companion the chance to enjoy a choice of daily Arctic activities, meals and shared accommodation. For prices and availability, please refer to the [‘more information’](#) page, and get in touch for further details.







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# MEET THE TEAM









All of our Jaguar Land Rover instructors are experts at high-speed and dynamic driving. From former test drivers to professional racers, they’ve all received extensive training and know how to get the best out of every guest.

Most importantly, they’re all passionate about our vehicles. There’s nothing they’ve not seen before, so you can rest assured that you’re in the safest hands possible.





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# MORE INFORMATION

## BOOKING YOUR ADVENTURE

To see even more action from the Jaguar Land Rover Ice Academy, please head over to our websites:  
[jaguar.com/experiencesweden](https://jaguar.com/experiencesweden)  
[landrover.com/experiencesweden](https://landrover.com/experiencesweden)  
Here you can see all of the packages and upcoming dates available to book your own exhilarating experience.

## FAQ

Our offices are open from 9am until 5.30pm GMT Monday to Friday, excluding UK Bank Holidays.  
(local call charges may apply)

Telephone: +44 207 291 5253

E-mail: [iceacademy@quintessentially.com](mailto:iceacademy@quintessentially.com)

## EXPERIENCE MORE

The Ice Academy is just one of a whole range of exciting Jaguar and Land Rover adventures available all around the globe. From the wilderness of Namibia to the off-road trails of Moab, Utah, our unique Experiences will always take you out of your comfort zone.

