

CHALLENGE PARTNERS



GOODYEAR

Official Tyre Supplier to the 2008/09 Land Rover G4 Challenge

Goodyear is a long-standing supporter of the Land Rover G4 Challenge and the event represents the perfect proving ground for the ultimate off-road tyre – the Wrangler MT/R.

Goodyear's Wrangler MT/R will be fitted to all the Land Rover vehicles that take on the testing terrain in the event, from the specially made trails of Eastnor Castle in International Selections and the remote wilderness of Asia in the Challenge Finals.

Goodyear has been an approved supplier to the Challenge since the start, in 2003, and Wrangler HP tyres are fitted to many Freelander, Discovery and Range Rover vehicles while the military approved G90 is a favourite on the Defender.

Specially designed features in the Wrangler MT/R include the block tread design, for extra traction and grip, and Dura-wall technology to protect against sidewall penetration.

These features will allow competitors to take on the full range of demanding driving surfaces they will encounter on their spectacular journey, from rock and water to mud, sand and hot tarmac.

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WARN

Warn Industries is the world's most recognised brand of off-road products and the company's winches help Land Rover vehicles take on the extreme conditions found on the Land Rover G4 Challenge.

A long-standing supporter of the Challenge, WARN's products will be tested to the limits on exercises at International Selections and help the vehicles battle through tough terrain in the remote wilderness of Asia during the Challenge Finals.

Based in the United States, the company was founded in 1948, developed the first recreational winch in 1959 and now has customers in more than 65 countries on six continents around the world.

CHALLENGE PARTNERS



WAYFAYRER

An official food supplier for the Land Rover G4 Challenge

Wayfayrer are the food specialists for the outdoors, creating a range of tasty and nutritious breakfasts, main meals and desserts which will satisfy any appetite. The number one food brand is once again an official food supplier to the Land Rover G4 challenge providing their 100% real food meals to all competitors.

Competitors can choose between such delights as the new spicy Chicken Tikka Masala and Pilau Rice, Beef Stew and Dumplings and Lancashire Hot Pot as well as sweet treats like Chocolate Pudding. All meals within the Wayfayrer range can be eaten cold or hot, taking only 7-8 minutes to heat when placed in hot water – making it easy when camping in remote locations.

All the meals have a good balance of proteins and carbohydrates to keep energy levels high for hours, which will help competitors to make it through the gruelling days of the Challenge Finals event.

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MULE BAR

Mule Bar joins the Land Rover G4 Challenge this year as the competition's official energy bar, providing a natural, organic and Fair Trade product that will be a vital part of the competitors' nutritional plans during the tough endurance event.

Rapidly becoming the preferred energy choice of both elite and everyday athletes from around the world, Mule Bars come in tasty flavours including Mango Tango, Hunza Nut, Chocolate Fig Fiesta and Piñacolada.

Fuel for Adventure Ltd, the owner of Mule Bar, has a strict set of environmental guidelines and is a '1% For The Planet company', donating 1% of their sales to active preservation organisations.

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HELLA

Official lighting supplier for the 2008/09 Land Rover G4 Challenge

Hella has been synonymous with high quality and innovation in automotive lighting for more than 100 years and will support the 2008/09 Land Rover G4 Challenge as the Official Lighting Supplier.

This impressive history is the reason why Hella lighting is chosen as original equipment by so many of the World's leading car and commercial vehicle manufacturers, including Land Rover.

The current pinnacle of automotive lighting is Hella's Xenon (or gas-discharge) units, which are available both as optional headlights for many vehicles or, as can be seen on the fleet of Land Rover G4 Challenge vehicles, for the ultimate in auxiliary lighting.

All competitor and support vehicles in the Land Rover G4 Challenge are fitted with Hella's Luminator Compact Chrome Xenon driving lights, combining both maximum illumination with low power consumption, to give near-daylight conditions for both off-road driving in the dark and other night-time events.

CHALLENGE PARTNERS



MANTEC

An Official Equipment Supplier to the 2008/09 Land Rover G4 Challenge

Mantec, a global supplier of high quality vehicle accessories, provides a range of important equipment for the Land Rover vehicles on the Challenge as one of the Official Equipment Suppliers.

Raised air intakes, ladders, guards and underbody protection are some of the company's products that will be put to the test on the whole range of Land Rover vehicles during International Selections and the Challenge Finals.

Mantec has worked with Land Rover for more than 20 years and was involved in previous Challenges in 2003 and 2006. Their products are available through trade stockists, Land Rover franchise dealers and mail order.