

Jaguar Land Rover Experience opens its doors

After more than three years in the making, the Jaguar Land Rover Experience facility has opened its doors to the public in the heart of Johannesburg's northern suburbs.

What was once a rustic venue in the middle of a 14-hectare Lonehill veld is now a state-of-the-art lifestyle destination where families are welcome to visit and enjoy the many memorable experiences on offer. A wide variety of activities for any age group are designed to showcase not only the entire range of Jaguar and Land Rover vehicles but also the lifestyles that go along with them.

The reception area of the Welcome Centre is divided into two separate brand display zones for Jaguar and Land Rover respectively. Visitors can get up close and personal with Jaguar Land Rover's latest products, technology showcases and branded goods ranges. What is unique about the facility is that the range of vehicles can be trialled on a variety of test tracks through a selection of Experience drives.



The property is home to the Kingsley Holgate Expedition Trail – 3km of off-road tracks named as a homage to the long-time friend and global ambassador of the Land Rover brand. There's also an Adventure Park adjacent to the main building where a series of tailor-made obstacles are designed to put the world's most capable off-road vehicles to the test in plain view of visitors.

A 70m diameter skidpan, or Dynamic Steering Circle, with central irrigation, is on site for low-traction handling exercises,

while a 185-metre long and 30-metre wide Dynamic Handling Platform will allow drivers to stretch the legs of various vehicles at higher speeds. All driving courses are hosted by Jaguar Land Rover's team of highly-skilled driving instructors.

There's no need to book driving courses to enjoy the facilities, as TLC on the Track restaurant, ideally placed on the main building's upper level, is open to the public for walk-ins from 8am to 5pm, seven days a week. TLC specialises in South African-inspired meals with a vast menu catering for all tastes.



Source: motorpress.co.za

Kids are catered for too with a host of free activities including a miniature "Growler" racetrack where tiny electric Jaguar F-TYPEs can be raced around by children up to age five. Kids aged between 3-12 years old can also gain some valuable off-roading skills at the wheels of quarter-scale electric Land Rover Defenders on a purpose-built off-road track. These activities, along with a jungle gym, and remote-controlled miniature Defenders will be held under the watchful eyes of permanent childminders, so parents can enjoy experiences of their own.

A pair of Personalisation Studios – one for Jaguar and one for Land Rover respectively – take the familiar process of configuring vehicles online to the next level. Visitors can build digital versions of their dream cars via large touchscreens, together with a massive selection of colour and material swatches which are digitally realised in vivid, full-colour displays.

The Jaguar Land Rover Experience features a range of facilities ideal for use by special arrangement by other businesses for product launches, events, conferences, casual meetings or team-building days. A 52-seat cinema room can be used along with a selection of conference rooms and private boardrooms with seating for between eight and 50 guests.

Jaguar Land Rover Experience is situated at 1 Capricorn Drive, Lonehill and can be reached at 010 023 0462, info@experience.jaguar.co.za or info@experience.landrover.co.za.

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