

PRESS RELEASE



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Release date: 23 August 2007

JAGUAR AND LAND ROVER TO SUPPORT TRANSAID

Jaguar and Land Rover have given a major boost to international development charity Transaid by supporting its operations in Africa, signifying their support through a corporate membership to help put sustainable transport solutions in place in areas of the world where little or no infrastructure exists.

Transaid, the leading development agency within the transport industry, works to improve access to health, education and employment through building local skills and knowledge to create more efficient, economical and safer transport.

Drawn from the UK transport and logistics industry, Transaid's specialists work across Africa to provide help where it is most needed - assisting the transport officers and maintenance staff of government ministries including Health, Transport and Police - to develop transport policy, logistics management solutions, and professional driver training standards.

Kevin Wall, Materials Planning and Logistics Director for Jaguar and Land Rover, says: "Jaguar and Land Rover's commitment to Transaid is based on the belief that by giving maintenance staff logistics and operations training, their existing resources, including Land Rovers can become more efficient and will have their life span extended in the field."

"Land Rovers are an essential tool to enable people in Africa reach some of the most inhospitable and inaccessible places on earth with much needed and often invaluable vehicle back-up.

"Transaid improves the way transport is managed and gives people better access to basic services like healthcare and livelihood opportunities and that's why Jaguar and Land Rover are very proud to support their efforts," he adds.

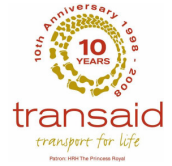
Commenting on the support from Jaguar and Land Rover, Chris Saunders, Chief Executive of Transaid, explains: "The Jaguar and Land Rover partnership is important to our work both corporately in the UK and Africa. Their continued assistance is a key step in growing our supporter funding base which is vital to our existence and will help us to share our experience and learning on an even wider scale. We hope that other companies will see the benefits and follow Jaguar and Land Rover's example."

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Note to Editor:

Transaid (www.transaid.org) is an international development agency that aims to improve people's quality of life in the developing world by making transport more available and affordable. It was founded by Save The Children and the Chartered Institute of Logistics and Transport (UK) and works by sharing skills and knowledge with local people to

PRESS RELEASE



enable them to put in place and manage efficient transport systems. Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote HIV, AIDS and road safety awareness and shares its specialist knowledge with the humanitarian aid sector. Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.

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