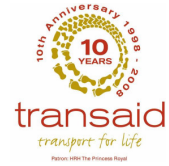


# PRESS RELEASE



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Release date: 22 October 2007

## **LAND ROVER HELPS GET 'SALLY TRAFFIC' MOVING ON CHARITY RIDE** Gaydon Warwickshire

Land Rover has donated one of its branded bicycles to BBC traffic reporter, Sally Boazman, to help her on her way on an epic charity ride across the Rift Valley in Kenya.

Sally, affectionately known as "Sally Traffic" by her Radio 2 colleagues, is embarking on the 400 km ride in Kenya to raise money for Transaid. Sally is one of 25 riders aiming to raise £70,000. Transaid is the international development charity which tackles poverty and improves lives through providing better access to basic services such as health, education and economic opportunities across Africa and the developing world.

She'll be undertaking the ride on a Land Rover Visalia – a lightweight cycle designed for both street and off-road use.

Sally said, "Land Rover are the experts when it comes to 4x4s so it stands to reason a 2x2 version should be pretty good too. Land Rover has kindly donated it so it can be auctioned off afterwards to raise funds for Transaid."

More than 60,000 Land Rover bikes have been sold in the UK and they are available in a wide range from mountain to city tourer to children's bikes.

Handing over the bike to Sally, Land Rover's UK Marketing Director Andy Griffiths said, "Sally's reports help keep the UK's traffic moving and so we were delighted to be able to help keep her on the move as she raises money for a great cause."

Earlier this year, Jaguar and Land Rover signed a global sponsorship partnership with Transaid.

end

### **Press information:**

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### **Editors' Note:**

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Freelander 2, Discovery 3, Range Rover Sport and Range Rover each define the world's 4x4 sectors, with 78% of this model range exported to over 140 countries. Land Rover employs 8,500 people and supports a further 40,000 jobs supported in the supply chain.

# PRESS RELEASE



Land Rover is committed to addressing the challenges of climate change and since September 2006 carbon dioxide generated by Land Rover manufacturing activities and UK customer vehicle use has been balanced through an industry leading offset programme run by Climate Care.

## Transaid

Transaid ([www.transaid.org](http://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 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.



the **vital link** across the  
developing world

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