



**FOR IMMEDIATE RELEASE**

**INTRAWEST AND LAND ROVER NORTH AMERICA ANNOUNCE  
NEW STRATEGIC PARTNERSHIP**

*Land Rover will be the Official Vehicle at Steamboat, Stratton Mountain and Winter Park Resort*

**VANCOUVER, BC and MAHWAH, N.J.- January 14, 2010** – Intrawest and Land Rover North America today announced a new strategic partnership that will see Land Rover serve as the year-round automotive partner at three of the premier mountain resorts in North America—Stratton Mountain in Vermont, Winter Park Resort and Steamboat Ski & Resort Corporation, both in Colorado.

Under the terms of the agreement, Land Rover vehicles will be on display at each resort and included in on-site and web-based promotions throughout the year. Online videos featuring Land Rover vehicles will feature winter driving tips for consumers and Land Rover will be the presenting sponsor of the Snow Report page on each resort’s website as well as the email notifications that help resort guests plan their winter vacation experiences.

“We are proud of this opportunity to showcase one of the world’s most popular automotive brands as an extension of our commitment to deliver memorable and unique experiences for our resort guests,” said Andy Wirth, senior vice president of sales & marketing at Steamboat. “Our resorts provide unparalleled access to an active and affluent customer base for the world renowned Land Rover brand. We look forward to a successful partnership.”

Land Rover Experience Days will provide resort guests with the opportunity to experience the thrill and excitement of driving off-road in the world’s most capable all-terrain vehicles. Participants will have an opportunity to learn off-road driving and handling techniques as they test drive vehicles with a driving instructor on specially constructed off-road courses at each resort. A complete schedule for Land Rover Experience Days at Stratton Mountain, Steamboat and Winter Park can be found at each resort's website.

## **Intrawest and Land Rover Announce New Strategic Partnership**

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“Forming a relationship with Intrawest and their award-winning resorts provides the opportunity for us to further connect with adventure-minded people who seek world class experiences,” said Finbar McFall, vice president marketing, Land Rover North America. “Intrawest's first-class resorts and top-ranked terrain parks provide the perfect setting to showcase Land Rover's breadth of capabilities.”

### **About Intrawest**

Intrawest is a leader in the development and management of experiential destination resorts. The Company has a network of resorts at North America's most popular mountain destinations including Whistler Blackcomb, a host venue for the 2010 Olympic and Paralympic Winter Games and Canadian Mountain Holidays, the largest heli-skiing operation in the world. Intrawest is headquartered in Vancouver, British Columbia. For more information, visit [www.intrawest.com](http://www.intrawest.com)

### **About Land Rover North America**

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, LR2 (Freelander 2), LR3 (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.

Land Rover takes its responsibility to the environment seriously. Emissions have been cut with all new models and, together with Jaguar, it is investing £700m on technology specifically aimed at reducing carbon dioxide emissions. Also, since September 2006, carbon dioxide generated by Land Rover manufacturing activities and UK customer vehicle use has been balanced through an industry leading offset program run by Climate Care.

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