



## Land Rover 4xFar

Land Rover 4xFAR, was a weekend festival event combining live music, culinary and adventure experiences for people with a passion for exploring the unknown. We held 4xFar to celebrate the launch of the 2020 Land Rover Defender, the first all new model in over 30 years, and a return to North American shores after more than 2 decades.

4xFAR was the first opportunity for consumers to experience and view the highly anticipated 2020 Land Rover Defender and to see the vehicles capability on a 15-acre off-roading course. 4xFAR also offered a range of activities to engage the inner adventurer which included guided workshops, gear demos, and hands-on activities such as slacklining, rock climbing and mountain biking.

Please click the link to see a recap of Land Rover 4xFar

<https://youtu.be/JJwBuyRPypI>