Land Rover Cements Born Free Partnership Announcing Its Support of Tiger Conservation Project

Friday 13 February, 2015

- Land Rover has announced its support of the Born Free Foundation's Satpuda Landscape Tiger Programme (SLTP) protecting the Bengal tiger in India
- Land Rover's all terrain off-road capability has played a vital role in enabling workers to reach otherwise inaccessible areas
- Collaboration has allowed SLTP partners to promote environmental sustainability
- Land Rover's continued support has been demonstrated through collaborative launch of automotive journalist Bob Rupani's 'Tracking the Tiger'

Coventry, UK, 13th February 2015: Land Rover has announced its support of a collaborative tiger conservation project. The project works with the government and communities across the Satpuda landscape to protect the Bengal tiger and its habitat throughout Central India.

By supporting the Satpuda Landscape Tiger Programme (SLTP), Land Rover continues its global partnership with the Born Free Foundation, one of the key partners of the SLTP which established the Programme with the University of Oxford's WildCRU ten years ago.

Of the 2200 Bengal tigers in India, at least 350 are in the Satpuda Hills. The Satpuda forests of Madhya Pradesh and Maharashtra offer the best hope for saving the Bengal tiger in the wild. With a network of seven Tiger Reserves connected by forest corridors, this is the largest block of tiger habitat in India.

The Born Free Foundation, in partnership with Oxford University's WildCRU, is restructuring existing projects into a network of Partners operating across the landscape, funding their specific needs and developing better communication between them. This ensures limited resources are maximised and targeted to protect wildlife and meet the most urgent needs of the people that live close to tigers.

This collaborative approach is implemented by a highly-motivated team of Indian conservationists who are responsible for carrying out SLTP's various activities. These include the promotion of the needs of Bengal tigers by focusing on healthcare.

In the last year the SLTP has educated over 16,000 children in environmental issues and delivered health services to over 15,000 people living in rural villages. They have also brought legal opposition to environmentally damaging projects that has succeeded in influencing – and in some cases, stopping - their implementation. This supports their efforts to promote environmentally sustainable livelihoods.

Mark Cameron, Global Brand Experience Director, Jaguar Land Rover, said:

"This incredible project allows us to cement our strong relationship with the Born Free Foundation to help protect the Bengal tigers and their surrounding communities.

"By working with the SLTP partners we can underpin key conservation strategies across the landscape with healthcare and education programmes to spread the key conservation messages across the tiger reserves. This collaboration with the SLTP partners and local communities is crucial to ensuring the safety, protection and well-being of the tigers, and the people who live close by.

"The project's Land Rover vehicles with their all-terrain capability have played a vital role in supporting this programme, enabling the team to reach areas which would otherwise be inaccessible and safely deliver personnel and equipment into, and out of, the most challenging situations."

Last month Land Rover collaborated with the Born Free Foundation to launch a book that tracks tigers across the Indian landscape.

This book, 'Tracking the Tiger', has been written and crafted by respected auto journalist and wildlife lover Narayan (Bob) Rupani. It is a celebration of the beauty of India's wildlife and an authentic 50-day journey around the country's tiger reserves.

For more information about the Born Free Foundation and its worldwide activities visit www.bornfree.org.uk

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Notes to Editors:

Editors Note:

- Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Freelander, Discovery, Discovery Sport, Range Rover Sport, Range Rover and Range Rover Evoque each define the world's 4x4 sectors, with 80% of this model range exported to over 170 countries.
- The Born Free Foundation is a dynamic international wildlife charity, devoted to compassionate conservation and animal welfare. Born Free takes action worldwide to protect threatened species and stop individual animal suffering. Born Free believes wildlife belongs in the wild and works to phase out zoos. We rescue animals from lives of misery in tiny cages and give them lifetime care.
- Born Free protects lions, elephants, tigers, gorillas, wolves, polar bears, dolphins, marine turtles and many more species in their natural habitat, working with local communities to help people and wildlife live together without conflict. Our high-profile campaigns change public attitudes, persuade decision-makers and get results. Every year, Born Free helps hundreds of thousands of animals worldwide
- Land Rover supports SLTP Mobile Health Units, co-ordinated by NCSA and SF, to carry out basic health outreach to remote villages in and around some of Satpuda's Tiger Reserves, providing free medical treatment and medicines. Doctors and a health assistant treat approximately 15,000 patients a year as part of this unique community-based conservation strategy.

SLTP Senior Partners
Bombay Natural History Society (www.bnhs.org)
Born Free Foundation (www.bornfree.org.uk)
Corbett Foundation (www.corbettfoundation.org)
Conservation Action Trust (www.cat.org.in)
Nature Conservation Society Amravati (www.ncsaindia.org)
Satpuda Foundation (www.satpuda.org)
Tiger Research and Conservation Trust (www.tractindia.or)
Wildlife Conservation Research Unit (www.widlcru.org)

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