Land Rover Experience offers unique adventures that allow you to immerse yourself in the all-terrain capability of Land Rover. Our Experience Centres provide the perfect setting for you to push both our vehicles and yourself to the limit. Conquer the muddy climbs, drops and hazards of an exhilarating off-road course, in stunning surroundings.
Go behind the scenes of our state-of-the-art manufacturing facilities and see the latest Land Rover products come to life.

An insightful guided tour of the world’s largest and state-of-the-art aluminium body shop.

Gain exclusive access to the Range Rover Story Exhibition.

Our friendly, knowledgeable and efficient team are always on hand.

Discover new off-roading skills with the help of a fully qualified instructor at your side.

14 miles of varied terrain on the Jungle Track, Land Track and Adventure Zone.

Gain a greater understanding of and confidence in the capabilities of a Land Rover.

WHAT YOU CAN LOOK FORWARD TO

Often referred to as ‘the home of Land Rover’, production of our world-famous SUVs began at the Solihull plant back in 1948, making it the perfect place to see into the heart of our vehicle manufacturing processes.

Take a guided tour of Solihull’s state-of-the-art production site, and see hi-tech robots, cutting-edge machines and hundreds of skilled craftsmen working in perfect accord, as part of the manufacturing process for the latest Range Rover, Range Rover Sport, Range Rover Velar and Discovery.

For guests who want to get behind the wheel, we offer a range of off-road adventures that will give you driving memories to last a lifetime. From One Hour Taster Drives, to Half and Full Day Experiences, feel the thrill of driving the latest Land Rover models. Our activities range from navigating bridge crossings and rock crawls, to tackling infamous indies and deep-water trenches of the Jungle Track. Once you’ve conquered those, there are more purpose-built off-road tracks to explore. You can look forward to the undulating side slopes of the Adventure Zone and the multiple steep descents of the Land Track.

Your unforgettable Land Rover Experience is ready for you. All you need to bring is your passion for Land Rover.

WELCOME TO LAND ROVER EXPERIENCE SOLIHULL

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THE RANGE ROVER STORY EXHIBITION

This is our latest exhibition which celebrates the Range Rover Story from 1966 to the present day. Go back in time and discover how this incredible vehicle has inspired, influenced and defined generations through a curated collection of vehicles, objects and accessories. See original concept sketches, artefacts and components, then have your photo taken next to a full-size clay replica.

MANUFACTURING TOUR

Choose from two unique and compelling tours offering exclusive, behind-the-scenes access to our state-of-the-art production facility.

Manufacturing Tour: Range Rover, Range Rover Sport and Discovery

This tour allows you to see how some of the world’s most capable vehicles come together, followed by a walk back in time through the Range Rover Story Exhibition.

Manufacturing Tour: Range Rover Velar and Jaguar F-PACE

This tour allows you to see how the Range Rover Velar and Jaguar F-PACE are constructed. Observe everything from the skillfully-managed body construction all the way to ‘Trim and Final’ to understand how our vehicles are made ready for adventure.

FIND YOUR PERFECT LAND ROVER EXPERIENCE

1.5 hours
Referrals included. Saturdays only.

2.5 - 3 hours
Referrals included
FIND YOUR PERFECT LAND ROVER EXPERIENCE

TASTER EXPERIENCE
With no previous experience required, this is the perfect introduction into the roller-coaster world of off-roading. Under the expert guidance of our instructor, we’ll help boost your skills, confidence and nerve as you experience a series of inclines, descents and water wading from behind the wheel of a trusty Land Rover.

HALF DAY EXPERIENCE
Develop your driving skills and gain a greater understanding of vehicle control, obstacle handling and assessing different environments. Navigate steep inclines, descents, side slopes and streams, testing Land Rover capabilities and your own. For a full day experience, extend your visit with one of our exciting manufacturing tours.

1 hour
Refreshments included

3 hours
Refreshments included
FULL DAY EXPERIENCE
Explore more challenging terrain and longer drives with this unforgettable 7-hour adventure. Navigate various off-road elements with a qualified instructor to gain a higher level of confidence that will prepare you for real-world environments.

DEFENDER EXPERIENCE
Whether it’s as a military ambulance or a safari specialist, the Defender has proved to be as versatile as it is resilient. Now’s your chance to experience this incredible vehicle through a series of testing off-road tracks. Available as a one-hour taster or half-day experience, this is a must for any die-hard Defender fan and a fitting homage to mark the end of the production of a British icon.

FIND YOUR PERFECT LAND ROVER EXPERIENCE

7 hours
Lunch & refreshments included

Taster Experience 1 hour
Half Day Experience 3 hours
Refreshments included
THE LAND ROVER VIP EXPERIENCES

LAND ROVER VIP MANUFACTURING TOUR
After being welcomed personally by our friendly team, your Experience will begin with the finest British cuisine and a
welcome introduction in our state-of-the-art Meridian™ Theatre.
Next you will be introduced to your very own personal tour
guide and enjoy privileged viewing access in exclusive areas
as you are taken through Land Rover’s key production areas,
including the premium lightweight architecture facility, and ‘Trim
and Final’.

Agreed period of time*

Lunch and refreshments included

LAND ROVER VEHICLE VIEWING TOUR
From the finest British cuisine to a guided tour of
Land Rover’s key production areas, the Land Rover
Vehicle Viewing Tour offers the same outstanding
experience as our Land Rover VIP Manufacturing Tour,
but is specifically designed for customers who have
ordered a Land Rover vehicle, and wish to watch it
being built at our Solihull plant.

Agreed period of time*

Lunch and refreshments included

*Our VIP Experiences are bespoke and tailored to your requirements, therefore the duration of each Experience is unique and may vary.
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**LAND ROVER CONFIGURATION EXPERIENCE**
In an exclusive one-to-one session at the Solihull Visitor Centre, our Land Rover Experience experts will help you choose the right colour and finishes, to create a truly bespoke vehicle to suit your requirements. Alongside this exclusive service, you will have the chance to explore key production areas, including the paint shop and 'Trim and Final'.

**VIP CUSTOMER RANGE ROVER COLLECTION**
Your day begins with the luxury of a chauffeured transfer in a Long Wheel Base Range Rover. Upon your arrival at the VIP handover suite, you and up to three guests have the chance to enjoy the finest British cuisine followed by a film presentation in the Meridian™ Theatre. Then it is time for the eagerly anticipated moment - the reveal of your new vehicle in a spectacular manner. Then take a tour of our state-of-the-art factory in a chauffeured Range Rover, viewing the manufacturing process of Range Rovers and accessing the privileged areas of the site not usually seen by the public. The day is completed by an off-road experience in a Range Rover before arriving back at the venue where your new vehicle is waiting, ready for you to drive home in.

Agreed period of time*  
Lunch and refreshments included

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Lunch and refreshments included

*Our VIP Experiences are bespoke and tailored to your requirements, therefore the duration of each Experience is unique and may vary.
From meetings to team building, off-road driving to vehicle manufacturing tours, we tailor our corporate days to meet your exact requirements. Fun and inspiration guaranteed. Call our Events Team on 0121 700 4070 to discuss further.

TEAM BUILDING
Our team building days don’t just offer driving experiences, but also mind puzzles and physical challenges to really get your team working together.

TAILORED EVENTS
Whether you’re looking for an off-road driving activity in a top of the range Land Rover, or a group package, we have the ability and local expertise to offer a unique solution for you and your guests. From hotel and taxi bookings through to restaurant reservations and local delights, our team will be happy to help.

CONFERENCING
From small meetings to large fully catered events, we go ‘Above and Beyond’ to help you deliver the ultimate conference.

CORPORATE DAYS – A UNIQUE EXPERIENCE FOR ALL
“Professional from start to finish, welcoming coffee and a very professional driver. Inspired everyone on the team.”

Jim Smith, Marketing Manager Google
Professional, dedicated and very, very experienced. That’s why every member of the Land Rover team is a valued member of the Land Rover family.

Not only do they know how to get the best out of our vehicles, they also know how to pass on the benefits of that knowledge in a clear and comprehensive way to get the best out of you too. Because when the going gets tough (and it will), there’s nothing more reassuring than looking over to see a calm face who’s seen it all before.

At Land Rover, we know that when it comes to understanding world-class vehicles, you need experts who are in a class of their own.

MEET YOUR EXPERT TEAM
ROCKS
HOW TO FIND US

FROM M42, JUNCTION 5
Take A41 towards Solihull. Stay on Solihull by-pass; do not take slip road to Solihull town centre. Go straight ahead at the first set of traffic lights (it is wise to be in the right-hand lane). Turn right at the second set of traffic lights into Yew Tree Lane. Follow this road (the name changes to Damson Parkway) for some time until you arrive at the mini roundabout. Go straight ahead at the roundabout to enter Land Rover through Gate D2 and report to the security gatehouse for further instructions.

FROM M42, JUNCTION 6
Take A45 towards Birmingham. Stay on the A45 until you arrive at the first set of traffic lights. Turn left at these traffic lights into Damson Parkway. Follow this road through another set of traffic lights until you reach a mini roundabout. Turn right at the roundabout to enter Land Rover through Gate D2 and report to the security gatehouse for further instructions.

BY TRAIN
Both Solihull & Birmingham International train stations are a 10-minute taxi ride away from the Jaguar Land Rover Solihull Experience Centre.

GPS
Latitude: 52° 25’ 55”
Longitude: 1° 46’ 18’’

ACCOMMODATION
There are several hotels within a 10-minute drive of the venue.

GENERAL ENQUIRIES
Email: solihull@landroverexperience.com
Phone: +44 (0)121 700 4619

LAND ROVER EXPERIENCE
SOLIHULL
Damson Parkway
Solihull
West Midlands
B92 9EH

OPENING HOURS
Monday to Saturday: 08.30 – 16.30
Sunday: Closed
We are closed on Bank Holidays.
A WORLD OF EXTRAORDINARY JOURNEYS

ADVENTURE TRAVEL

Explore some of the world's best-kept secrets in the heart of some of the most beautiful lands. Choose from destinations such as Namibia, Utah or Sweden for a once-in-a-lifetime adventure holiday that will stay with you forever.

For a list of the latest destinations, visit landrover.com/experienceadventuretravel

MAKING OF AN ICON

MANUFACTURING TOURS

See how our vehicles are made, with a behind-the-scenes tour at one of our UK plants in either Liverpool or Solihull.

Watch skilled craftsmen at work as our team of dedicated experts guide you through the manufacturing process.

landrover.com/experience

landrover.com/experiencetours

A WORLD OF EXTRAORDINARY JOURNEYS

EXPERIENCE CENTRES

China, Russia, the Middle East, South Africa, Europe, North America or the UK. Take your pick of the many Experience Centres across the globe and make your driving adventure a truly international affair.

landrover.com/experience

EXPERIENCE MORE
How do I book a visit?
There are several options for you to book your experience. You can book through the website 24 hours a day, 7 days a week. To book, visit landrover.com/experiencesolihull or call us on: 0333 733 3003. You can email us at: landrover.com/experiencesolihull. You can book through the website or by phone. You can book in advance online or on the day of your visit. You can book on the day of your visit.

Where does the visit take place?
All experiences are at the factory tours at Jaguar Land Rover Solihull. You will have full access to the grounds, and you will be able to see all aspects of the facility. This will include the manufacturing areas, the administration of PPE, and the administration of PHE. You will be able to see the manufacturing line in action and the entire facility. You will be able to see the manufacturing line in action, and you will be able to see all aspects of the facility. You will be able to see all aspects of the facility.

What does the visit include?
All experiences begin with a short registration process and orientation in our visitor centre. We then offer a factory tour, which includes a short presentation, a safety brief and the administration of PPE. You will be able to see the manufacturing line in action, and you will be able to see all aspects of the facility. You will be able to see all aspects of the facility.

Will I be required to wear personal protective equipment?
Visitors are required to wear personal protective equipment. This must include: a VIP long sleeve high visibility jacket, a pair of safety glasses, watch or wristwatch, and a safety helmet. Visitors are required to wear personal protective equipment. This must include: a VIP long sleeve high visibility jacket, a pair of safety glasses, watch or wristwatch, and a safety helmet.

How much walking is involved?
Transport around the site through the use of our vehicles. However, inside the facilities, visitors are required to walk on designated pathways. No walking is allowed outside the designated pathways. This is to protect our vehicles and facilities. None of our vehicles and facilities allow walking outside the designated pathways. This is to protect our vehicles and facilities.

Do you have a minimum age limit for the visit?
To take part in one of our factory tours you must be at least 10 years old. If you are under 10 years old, you must be accompanied by a parent or guardian to attend with you.

Where does the visit take place?
Our factory is open to all but we do have age restrictions in place. To take part in one of our factory tours you must be at least 10 years old. If you are under 10 years old, you must be accompanied by a parent or guardian to attend with you.

FREQUENTLY ASKED QUESTIONS

SOLIHULL TOUR

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How long does a visit normally last?
Tour start times vary, based on which package you wish to book. If you are interested in a bespoke tour please contact our events team. This is subject to agreement with all stakeholders, but please contact us if unsure. Tour start times vary, based on which package you wish to book. If you are interested in a bespoke tour please contact our events team. This is subject to agreement with all stakeholders, but please contact us if unsure.
DRIVE EXPERIENCE FREQUENTLY ASKED QUESTIONS

**Should I bring my driving licence?**
Yes, please bring your driving licence on the day to be checked. The pink photocard is what we need, however if you still hold the 'vintage' paper licence only, please bring this plus a passport or other photo identification. If you are under 25 years old, we will need to see your passport in addition. Should we not be able to confirm that you have a clean licence, you will not be permitted to drive on the day. If you do not have a licence, then you will not be permitted to drive and the cost of the experience will be non-refundable.

**Am I eligible to take part in a Land Rover Experience?**
You will need to be at least 17 years old and satisfy all health and safety criteria. The majority of our vehicles are automatic, so ideally you should be driving an automatic car. If you have any medical conditions that may affect your ability to drive, please visit our Safety section to see if you are permitted to take part. We strongly encourage you to discuss any medical conditions with our instructors when you arrive for your Land Rover Experience. We will cover all aspects of Health and Safety, as well as technical and driving skills information to help you get the most out of your time with us.

**What should I wear?**
It is essential that you wear appropriate footwear. Comfortable, casual clothes are recommended. Dress for the weather and bring a coat in case you want to get out of the vehicle to take photos. You are welcome to take photos and videos while you are on site and at the end of your experience, your instructor will show you how to upload your photos to Instagram and Twitter, so please tag us when you post them. We love to see your photos on Facebook, Twitter, YouTube and our Instagram, so please ask your instructor to share your photos with you. If you have any medical conditions that may affect your ability to drive, please visit our Safety section to see if you are permitted to take part. We strongly encourage you to discuss any medical conditions with our instructors when you arrive for your Land Rover Experience. We will cover all aspects of Health and Safety, as well as technical and driving skills information to help you get the most out of your time with us.

**Can I bring a friend?**
Yes of course. Passengers are chargeable per additional request depending on vehicle and instructor availability. Please speak to our team on the day and let them know.

**What if I haven’t driven for a while?**
Don’t worry – you’ll have a full briefing and safety demonstration upon arrival. You will then be accompanied by an experienced instructor for your visit. This will set you up for a great adventure, exploring our tracks and giving you new experiences and learning from each other.

**For more information, visit our website or call us on 0121 700 4619.**
**EXPERIENCE**

**SOLIHULL – PACKAGES AND PRICES**

**RANGE ROVER STORY EXHIBITION**
£29 per person
1.5 hours – Refreshments included (Saturdays only)

**MANUFACTURING TOUR EXPERIENCES**
Manufacturing Tour:
Adult £49 / Child £39 (10–16 yrs),
3 hours – Refreshments included

**DRIVING EXPERIENCES**
Taster Experience:
£129 per person / additional driver £15
1 hour – Refreshments included

Half Day Experience:
£225 per driver / £450 exclusive use of vehicle + £20 for an additional driver
3 hours – Refreshments included

Full Day Experience:
£549 exclusive use of vehicle + £25 for an additional driver
7 hours – Lunch & refreshments included

**BOOK AN EXPERIENCE**
To book an experience or to find out more please contact us on:
landrover.com/experiencesolihull
solihull@landroverexperience.com
0121 700 4619
landrover.com/experience
Adventure awaits. Share yours. #LandRoverExperience