

DEFENDER TRĚK²⁰²⁵

HOW TO TRĚK MANUAL



Welcome to the Defender TRĚK 2025: Expedition Edition. This manual is intended to help prepare your TRĚK team for the challenges you will face in Bozeman, Montana.

Defender TRĚK 2025 is a competitive event designed to allow JLR's retail employees to experience the four-wheel drive adventure and lifestyle that is demonstrated to customers every day in JLR stores.

TRĚK 2025 will help JLR maintain its position as the dedicated manufacturer of four-wheel drive products that are capable of going as far as the imagination will allow, while ensuring the stores are staffed with the most knowledgeable and experienced 4x4 people in town.

Defender TRĚK provides a showcase for both our people and our product and exposes the world to the Land Rover Way. Thank you for participating in this year's event.

If you have any questions, please email trek@jaguarlandrover.com.
Good Luck!

DAVE LARSEN

Training and Development Director
Jaguar Land Rover



WHAT IS DEFENDER TRĚK?

Inspired by the Camel Trophy, Defender TRĚK tests the off-road and adventure skills of retailers through a series of challenges designed to push the limits of both the Defender and the individuals. There's no better way to live the Defender Brand Purpose - "Embrace the Impossible" - than to charter into the unknown and explore the boundaries of what the Defender can do.

The excitement, the adventure, the freedom and the sense of accomplishment that will come from completing the competition will generate a renewed enthusiasm for both the Defender and the Land Rover brand. This experience - and the stories that come with it - will booster the teams' advocacy for the Defender and foster authentic engagements with current owners and potential customers.

This year, TRĚK embraces the true spirit of exploration. It's a celebration of those who came before us—pioneers who faced rough terrain, challenged the impossible, and discovered new horizons. Now it's your turn to carry that spirit forward. Each challenge is designed to spark your sense of adventure, test your limits, and push you beyond the familiar—because the unknown isn't something to fear, it's something to conquer.



TRĚK TIMELINE & LOGISTICS

- Teams competing in Defender TRĚK 2025 are responsible for round trip travel expenses to Bozeman, MT. The closest airport is Bozeman Yellowstone International Airport (BZN). The airport is approximately 10 miles from the AC Hotel Bozeman Downtown.
- Transportation from the airport to the AC Hotel is NOT provided. Likewise, transportation from the AC Hotel to the airport is also NOT provided. It is recommended you arrange for a taxi or rideshare.
- It is your team's responsibility to arrive at the AC Hotel and register by 4:00pm on your Wave Arrival Day.
- All food and lodging during the competition will be covered by Land Rover TRĚK 2025. This includes dinner on arrival night and breakfast, lunch, and dinner on the day of the competition.
- Team members must supply personal items as needed.
- If you have chosen to provide your own competition vehicle, you may pack your sleeping bags and tents in the vehicle for shipment. Your vehicle will be available to you upon arrival at XOverland Ranch for you to access your gear. Upon completion of the competition, you will be able to pack your gear back into the Defender for shipment back to the dealership.
- Teams providing their own vehicle will be contacted to coordinate logistics for delivery and pick-up to XOverland Ranch.



TRĚK TIMELINE & LOGISTICS

DAY 1 – ARRIVALS

By 3:00 PM	Arrivals into into Bozeman Yellowstone International Airport (BZN)
By 4:00 PM	By 4:00 PM Arrive at AC Hotel Bozeman Downtown, 110 N Tracy Ave., Bozeman, MT 59715
5:00 PM	Depart AC Hotel for XOverland Ranch
5:45 PM	Arrive at XOverland Ranch and set up campsite
6:00 PM	Dinner and Competition Overview
10:00 PM	Lights out

DAY 2 – COMPETITION

6:30 AM	Breakfast and Campsite Clean-Up
7:30 AM	Depart for Competition
3:30 PM	Competition Ends
4:00 PM	Depart XOverland Ranch
4:45 PM	Arrive at AC Hotel, check into guestrooms
6:30 PM	Dinner Celebration and Awards Announcement

DAY 3 – DEPARTURES

AM	Departures at leisure
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WHAT EQUIPMENT IS PROVIDED? WHAT DO I NEED TO BRING?

What You'll Receive

Each participant will receive and be able to keep:

- Quarter zip long sleeve shirt
- Insulated jacket
- One hat
- One pair of work gloves
- One dry bag with additional items included

For those who chose the "Built for You" option, you'll also receive:

- One single-person tent
- One sleeping bag

If you chose the "Build Your Own" option, you'll need to supply your own tents and sleeping bags.

Cots will be available for those who wish to use them while camping. They will be collected in the morning to be made available for the next wave of competitors.

What You'll Need to Bring

- Personal hygiene articles, including towel, baby wipes, toothbrush and any medications
- Personal pillow for sleeping
- Sturdy, durable footwear that works for hiking and driving and can sustain becoming muddy and/or wet. Must be closed toed.
- A pair of water shoes or a spare pair of shoes in the event your shoes become wet
- Extra socks
- Warm jacket (temperatures could drop below 40 degrees)
- Clean, dry travel clothing for return trip home
- Sunscreen/ sunglasses
- Rain gear - jacket and pants
- Any change of clothing you might want throughout the day such as dry socks and/or shoes
- Notepad and pen
- Sense of Adventure!

WHAT SHOULD I EXPECT?

The challenges are specially designed to showcase the Defender's product features and test your physical endurance. Each challenge will combine knowledge/skill, physicality and strategic thinking - some are more physical in nature, while some require a deeper understanding of product features. Overall - it's a team effort and will require a strategic approach to win.

Each participating team will compete in a qualifying round consisting of eight challenges (two of which will be alongside another team) where points will be earned by successfully completing each challenge in the set amount of time. Each challenge will have a different point value that will be clearly outlined prior to the start of the challenge. In some cases, you may be offered a "hint" to assist in completing the challenge. But think strategically! Each hint will have a point value associated with it and that point value will be deducted from your final score.

Each team will start at a different challenge and move in sequential order through the eight challenges - each team will receive instructions as to their order of challenges AND the start time for each challenge - prior to the competition. There will be a set time period for each task. When the challenge's time has ended, the team must move on to the next challenge - regardless of if they have completed the task or not.

If you complete a challenge early, you may move on to the next challenge, but must wait at a designated "Hold" area until it is your time to start.

Once it is your time to start, you may proceed to the challenge site and begin the challenge.

All areas of the trails and challenge sites will be clearly marked - there is no need to read a map to determine your next destination.

Each challenge site will have a board outlining all the information needed:

- Challenge Objective
- Skills Needed
- Points Value
- Instructions
- List of Tools and Supplies Available to Use
- Any Hints (and their corresponding point deduction value)

Instructors will be on hand at each challenge to monitor challenges, ensure teams are working safely, maintain the adherence to rules and log all scoring for each team.

Each team will also have their own scorecard to log scoring throughout the day. Both the instructor and someone on each team will sign off on each scoring component at the conclusion of each challenge to ensure alignment on points, timing and any penalties.

It is imperative that everyone drives safely on the trails and performs each challenge with the highest degree of safety. Any team who behaves negligently or carelessly that puts any other person at risk may be disqualified. Damaging the vehicle may also result in disqualification. The determination of a disqualifying act or penalty is at the sole discretion of the competition management.

The highest total score for all eight challenges will determine the winner of that competition wave.

HOW DO I PREPARE?

TRĚK requires a combination of strategic thinking, physicality and product knowledge.

A physical is recommended for all Defender TRĚK participants. Consult your personal physician.

The challenges are designed to keep the teams "on the move" all day long. Although TRĚK is a team effort you will at times work as individuals.

Everyone should be able to:

- Walk up to two miles carrying gear that weighs up to 25 lbs
- Be able to lift 50 lbs
- Swim up to 100 feet unassisted

Everyone should have a working understanding of the following skills:

- How to change between high & low range
- How to raise and lower air suspension
- Strong knowledge of how to use the Terrain Response modes
- Familiar with locations of recovery points
- Be familiar with the driver assistance technologies
- How to use Recovery Boards
- How to change a tire
- General map reading/navigation
- How to use the what3words wayfinding platform and have the app downloaded on their phones

COMPETITION ORIENTATION

The night before the competition, a comprehensive briefing will take place to ensure everyone is ready for the next day. During this, we will cover:

- The routing of the challenges and each team's unique route
- Scoring
- Safety Protocols
- And answer any questions you may have

DETAILS AND ADDITIONAL RESOURCES:

Off-Road Driving/Terrain Response Modes

Please ensure you are well-prepared to drive in various conditions and across all terrains. A thorough understanding of the Terrain Response Modes, Hill Descent Control, Low Range Driving and use of vehicle cameras and air suspension is foundational to off-road driving.

[How to Drive Off Road](#)

[Guide to Off-Road](#)

Recovery Boards

How to effectively use the boards without damaging the body of the vehicle:

[Recovery Board Usage Instructions](#)

[How to Use Recovery Boards](#)

HOW WILL A WINNER BE SELECTED?

During each wave's Dinner Celebration, the team with the highest score from that wave will be announced as the wave winner.

Only the wave winners will be eligible to be named as the overall champions of Defender TRĚK 2025.

On the November 2025 Monthly Retailer Connect, we will announce the winners of each Defender TRĚK competition wave, the teams with the top three scores of all competition waves and the team whose top score has earned them the title of Defender TRĚK 2025 Champions.

WHAT DO I NEED TO KNOW IF MY TEAM IS THE DEFENDER TRĚK CHAMPION?

The winning team will be invited to attend Destination Defender at Galway Downs in Temecula, CA, November 14-16, 2025 where they will be highlighted and receive their award during the Defender Service Awards Gala.

JLR will cover flights, onsite meals and accommodations for the winning team. Team members are responsible for transportation from the airport to Galway Downs.

