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AMERICA'S POLO CUP ANNOUNCES LAND ROVER AS 2008 TITLE SPONSOR

LEESBURG, VA (October 2, 2007) – America's Polo Cup Chairmen Tareq and Michael Salahi announced today that Land Rover North America's Washington D.C. area retailers are the confirmed Title Sponsor for 2008. With Land Rover's title sponsorship confirmed, this national event is now named, "The Land Rover America's Polo Cup."

Land Rover North America's greater Washington D.C. retailers participated in last year's inaugural event as the Official Luxury Vehicle Sponsor.

"Becoming title sponsor of America's Polo Cup is a great opportunity that presented itself to our local retailers," says Andy Palmisano, Land Rover's Washington D.C. Market Manager. "To be involved with this event again, and this time at a more extensive level, is a unique way for us to build brand awareness."

America's Polo Cup has proven to be a well-suited match for Land Rover, a brand that offers a modern line-up of powerful and award-winning luxury vehicles. Polo, as a sport, reflects the same sense of adventure and extraordinary abilities that the vehicles portray both on- and off-road.

"I am thrilled and honored to have Land Rover endorse the prestigious America's Polo Cup event as Title Sponsor. We look forward to this event with Land Rover playing an integral role in its development," says Chairman Tareq Salahi.

"The Land Rover and America's Polo Cup names symbolize elegance, fashion, power and adventure – a perfect partnership," says Chairwoman Michael Salahi.

Land Rover retailers sponsoring America's Cup of Polo include: Land Rover Alexandria, Land Rover Annapolis, Land Rover Bethesda, Land Rover Chantilly, Land Rover Tysons Corner and Land Rover West Columbia.

About Land Rover North America –

Land Rover North America is part of Ford Motor Company's Premier Automotive Group with headquarters in Irvine, California. Land Rover established operations in the U.S. in 1986, and now imports and distributes Range Rover, Range Rover Sport, LR3 and LR2 vehicles manufactured by Land Rover in Solihull and Halewood, England. Land Rover's worldwide operations are wholly owned by Ford Motor Company, Dearborn, Michigan. For information about the Land Rover retailer nearest you, call 800-FIND-4WD or log on to www.LandRoverusa.com.

About America's Polo Cup –

America's Polo Cup, the world's only invitational polo sporting event on an international level, provides a unique experience for both loyal fans of polo and those discovering the majestic sport for the first time. On May 9th & 10th, 2008, the Land Rover America's

Polo Cup will return to Historic Morven Park in Leesburg, Loudoun County Virginia for an event filled with polo, fashion, wine, music, and family fun. The day will begin with a special performance by national headliners, followed by a competitive polo match featuring the United States challenging Italy for the Land Rover America's Polo Cup. A spectacular fireworks display and a live performance by Huey Lewis and the News will draw the event to a close. Proceeds from the America's Polo Cup will benefit the Journey for the Cure Foundation, a not for profit public charity foundation.

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