



For Immediate Release

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**2010 Range Rover Autobiography Final Bid
Raises \$102,100 for The V Foundation**

MAHWAH, NJ, July 20, 2009 – The final bid closed on a new 2010 Range Rover Autobiography netting \$102,100 in ESPN Radio's fifth annual "Don't Give Up ESPYs V Foundation Auction" July 5-15, benefiting The V Foundation for Cancer Research. In total, the auction raised \$1,035,512 for cancer research.

The Range Rover, donated by Land Rover North America, along with more than 275 other items and experiences, was available both through an online auction via espnradio.com and ebay.com. There was also a live auction on ESPN Radio on July 15, portions of which were simulcast on ESPN2 and ESPNU. The opening bid for the Range Rover, the first vehicle ever available in the auction, began at \$50,000.

"We're pleased that the online auction to raise funds for The V Foundation was a success and that the new 2010 Range Rover Autobiography raised a significant amount that will benefit cancer research," said Finbar McFall, Vice President, Marketing, Land Rover North America.

The 2010 Range Rover Autobiography – the Land Rover flagship vehicle -- features a series of enhanced elements, including updated exterior revisions providing a more contemporary detailing to the classic Range Rover design; a new LR-V8 510 bhp supercharged engine; advanced interior technologies, including a virtual instrument panel that replaces the physical instrument cluster by a 12" TFT (Thin Film Transistor) LCD screen with virtual dials and information displays.

The 2010 Range Rover Autobiography has full leather interior treatment with glove soft, semi-aniline leather covering virtually every interior surface including seats, dashboard, door panels and headliner. Standard features also include 14-piece extended wood appointments, rear seat entertainment with 6-disc DVD changer, climate glass and 4-zone air conditioning, unique Autobiography 20" diamond turned wheels, and Autobiography badging on the tailgate.

Active safety aids include Adaptive Cruise Control, Emergency Brake Assist, Blind Spot Monitoring, a Automatic High Beam Assist, Surround Camera System, and state-of-the-art Adaptive Dynamics technology that further improve Range Rover's peerless ride quality.

Jaguar Land Rover North America, LLC

Jaguar Land Rover is a business built around two great British car brands that design, engineer and manufacture in the UK. Jaguar Cars Limited, founded in 1922, is one of the world's premier manufacturers of luxury sedans and sports cars. Since 1948 Land Rover has been manufacturing authentic 4x4s that define 'breadth of capability' in their segments. The Jaguar XF, XJ and XK models are manufactured at the company's Castle Bromwich plant in Birmingham, while the Jaguar X-TYPE is produced alongside the Land Rover LR2 (Freelander 2) at the Halewood plant in Liverpool. Land Rover's Defender, LR3 (Discovery 3), Range Rover Sport and Range Rover models are all built at the Solihull plant. The Jaguar Land Rover business employs some 16,000 people, predominately in the UK, including some 3,500 engineers at two product development centers in Whitley, Coventry and Gaydon, Warwickshire. The business is a major wealth generator for the UK with 78 percent of Land Rovers exported to 169 countries and 70 percent of Jaguars exported to 63 countries, with sales to customers conducted principally through franchised dealers and importers.

Vehicle details: The winner receives a 2010 Range Rover Autobiography, inclusive of all standard Autobiography content, standard color and trim options, as well as the Surround Camera System. Additional charge color and trim options may be specified at the auction winner's expense.

The V Foundation

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$80 million to fund cancer research grants nationwide and proudly awards 100 percent of all donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received a coveted sixth consecutive (best possible) 4-star rating from Charity Navigator, America's premier on-line rating service for charitable organizations, awards grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For additional information on The V Foundation or to make a donation, please visit www.jimmyv.org or call 1-800-4JimmyV.

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