

TESTED BY EXPERTS

THE NEW LAND ROVER DEFENDER IN KENYA



Land Rover's official partnership with Tusk began in 2004. Since then it has provided vehicles to help protect the world's most endangered species. Now, Tusk has declared 2019 as the **Year of the Lion** – an initiative designed to bring the rapid decline in lion numbers to the top of the conservation agenda. To support this essential work, Tusk has tested the new Defender, tracking and monitoring lion numbers across the Borana Conservancy.



2019
Tusk Year of the Lion

15 YEARS
of the Land Rover and Tusk partnership

200,000 lions in the world in 1919 > 20,000 lions in the world in 2019

2,000
lions left in Kenya



IN BORANA

Borana guides and wildlife managers currently spend

6 HRS

each day in their Land Rover Defenders, driving an average distance of

100km

The Borana / Lewa Conservancy covers

92,000

acres of protected habitat

and it's home to

47 lions

living in **7** prides

