



**LAND ROVER MENA AND NATIONAL GEOGRAPHIC ABU DHABI MARK THE UAE'S
TROPIC OF CANCER IN WORLD-FIRST DOCUMENTARY**



- **World-first documentary:** *Mapping the Tropic of Cancer* follows a three-day expedition into the Empty Quarter to locate and mark the Tropic of Cancer in the UAE.
- **Unmarked national landmark:** The expedition places a permanent marker at a geographic line printed on every globe but never formally acknowledged in the UAE landscape.
- **Emirati expedition:** Brothers Omeir and Mohammed bin Malek trace the Tropic of Cancer across some of the UAE's most challenging desert terrain.
- **Land Rover capability:** The demanding route creates extraordinary challenges for the adventurers, with the Land Rover LR4's off-road capability making it the vehicle of choice for the journey.
- **Geographic significance:** The Tropic of Cancer is the most northerly circle of latitude where the sun can appear directly overhead, an event that occurs once a year at the Northern solstice.
- **National Geographic Abu Dhabi premiere:** The documentary airs 12 October 2015 on National Geographic Abu Dhabi across the MENA region.

PRESS RELEASE



Monday 28 September 2015, Dubai, United Arab Emirates - Land Rover MENA today announced the upcoming broadcast of *Mapping the Tropic of Cancer*, a one-hour documentary produced by National Geographic Abu Dhabi, airing 12 October 2015 at 9:00pm GST.

The film documents a three-day expedition into the Empty Quarter by Emirati brothers Omeir and Mohammed bin Malek, who drove a Land Rover LR4 across one of the world's most demanding desert environments to locate and permanently mark the precise point where the Tropic of Cancer crosses the United Arab Emirates.

The Tropic of Cancer is one of the five named circles of latitude printed on every globe. In the United States, Mexico, India and Taiwan, the line is treated as a point of national significance, marked with monuments and roadside installations that attract visitors and photographers. In the UAE, the line had never been formally acknowledged in the landscape. That changes on 12 October.

Omeir bin Malek, co-lead of the expedition, said: "Standing in the Empty Quarter, looking for a line that exists on every map but nowhere beneath your feet, you understand very quickly what capability actually means. The LR4 did not make the desert easier. It made the desert possible. We drove through terrain that has no roads, no markers, no signposts, only sand and heat and distance. When we placed the marker, it felt less like the end of a campaign and more like something that should have been done a long time ago. We were just the ones who finally went."

The expedition was developed as part of Land Rover MENA's MYLAND platform, a multi-year content initiative connecting the Land Rover brand to the geography, heritage and identity of the Arab world. The bin Malek brothers navigated the northern edge of the Empty Quarter, the largest continuous sand desert on earth, over three days, using GPS coordinates to locate the Tropic of Cancer's precise crossing point and erect a permanent monument at the site.

National Geographic Abu Dhabi filmed the journey in its entirety, with full creative and editorial control, producing the documentary independently as a work of geographic and cultural storytelling.

Hannah Naji, Marketing Communications Director, Jaguar Land Rover MENA, said: "This expedition captures what Land Rover has always stood for in the region: capability, discovery and a connection to landscapes that are part of the region's identity. By partnering with National Geographic Abu Dhabi, we are able to tell that story with the independence, scale and cultural

PRESS RELEASE



context it deserves.”

Broadcast information

Mapping the Tropic of Cancer airs on National Geographic Abu Dhabi on 12 October 2015 at 9:00pm GST.

Behind-the-scenes content from the expedition will be available across Land Rover MENA’s digital and social channels under the #MYLAND hashtag.

For more information, visit: www.landrover-me.com

Notes to editors

About Land Rover

Land Rover has been manufacturing authentic 4x4 vehicles since 1948. Today the brand offers a range of premium all-wheel-drive vehicles, each designed to deliver Above and Beyond in any environment. Land Rover MENA operates across the Middle East and North Africa, with vehicles sold in more than 100 markets worldwide. For more information, visit www.landrover-me.com.

About National Geographic Abu Dhabi

National Geographic Abu Dhabi is the first free-to-air, Arabic-language National Geographic channel in the world, reaching approximately 50 million households across the MENA region. The channel produces and broadcasts documentary, science and exploration content for Arabic-speaking audiences.