

JAGUAR

EXPERIENCE

JAGUAR

Nothing combines thrill and excitement like a Jaguar Experience. Taking our most capable and powerful cars to the limit is something that everyone who's passionate about driving should experience at least once in their lifetime.

EXPERIENCE

With premium hotels, expert instructors and full support on offer, every Jaguar Experience represents the ultimate in what you can do behind the wheel.

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ICE ACADEMY

PURE EXHILARATION IN THE HEART
OF FROZEN SWEDEN

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*This was a surprise Birthday present for me, and
oh Boy, what a present. The most amazing
experience. So much fun. Fantastic!!!*

DEBS & IVAN, UK



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INTRODUCTION

At the very edge of the Arctic Circle lies Arjeplog. A sub-zero wilderness, this hidden corner of Sweden plays host to a truly unique driving experience. At 66° 03'06" N, 17° 53'09" E, this small town of fewer than 2,000 people feels like it could be on another planet.

Acres of frozen lakes give way to stunning vistas and epic landscapes. Dense forests and deep snowbanks twist the winter sunlight, further enhancing this bewitching place. Visit at the right time of year and you may even get a glimpse of Aurora Borealis, the world-famous Northern Lights. With a setting like this, we can promise that it won't just be the cold air that will take your breath away.

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The Ice Academy is all about thrill. It’s your opportunity to drive our SUVs and sports cars to their fullest capability and truly immerse yourself in your surroundings with a range of extraordinary lifestyle activities.

With programmes catering to every level of expertise, you’ll come away with invaluable skills no matter your previous winter driving experience. The Ice Drive programme provides the perfect introduction to cold-weather driving. It is available as a standard three-day trip, or alternatively select as a ‘Plus’ experience for four days of excitement.

As an extra treat, you’ll also be given privileged access to our cold-weather testing centre. This extremely exclusive facility is where we subject our new models to the toughest extremes to make sure they’re up to the task of facing winters all around the globe.

For our most flexible and compact experience, Ice Drive Lite gives you the chance to tailor the afternoon of a full day of driving to your own bucket-list expectations. Whichever programme you choose, you’ll be able to hone your skills in a wide selection of our vehicles.

What’s more, our plus-one package gives non-driving companions the chance to share your holiday of a lifetime, inclusive of meals, accommodation, lifestyle activities and cultural experiences.



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ACCOMMODATION

When you're not honing your skills around the frozen ice tracks, you'll be able to enjoy the peaceful warmth of the Hotel Silverhatten. Situated high in the forested hills, this unique venue enjoys stunning views of the lakes and mountains.

Traditional Swedish hospitality ensures you'll always be well looked after. Roaring log fires and delicious local and international cuisines make the hotel a perfect place to relax after high-energy days. Plus, as an Experience guest, you'll also have exclusive access to the exclusive Tipi Lounge, situated in its own wing of the hotel.



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CLIMATE

Arjeplog’s subarctic climate is typical of Northern Sweden, and so tends not to lend itself to shorts and flip-flops. Although the winters are somewhat moderated by the North Atlantic jet stream, temperatures have still been known to drop to as low as -30°C, making it the perfect place to experience authentic Scandinavian winters, with deep snow and dense evergreen forests.

Because Arjeplog sits just below the Arctic Circle, it experiences on average just three hours of daylight per day in early January, and long periods when it simply doesn’t get dark at all due to the height and angle of the sun in the sky.

The Ice Academy takes place in February and March. You can expect to experience between five to eight hours of sunlight per day during your visit.



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North Sea

SWEDEN

ARJEPLOG



ICE ACADEMY IN BRIEF

JAGUAR ICE DRIVE

- Day One - Arrival in Arjeplog and welcome dinner
- Day Two - Full day of ice driving with an expert instructor
- Day Three - Morning briefing before advanced ice driving and test facility visit
- Day Four - Final ice drive before departure

ICE DRIVE+

- Day One - Arrival in Arjeplog and welcome dinner
- Day Two - Briefing and first ice drive
- Day Three - Morning briefing before advanced ice driving and test facility visit
- Day Four - Final ice drive before departure

ICE DRIVE

- Day One - Arrival in Arjeplog and welcome dinner
- Day Two - Briefing and first ice drive
- Day Three - Final ice drive and test facility visit

ICE DRIVE LITE

- Day One - Arrival in Arjeplog and welcome dinner
- Day Two - Briefing and full day of ice driving. Spend the morning learning the basics and upgrade vehicles in the afternoon

Lunch and dinner will be provided on the arrival day.
Breakfast, lunch and dinner will be provided on each full driving day.
Breakfast and lunch will be provided on the departure day.

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FANTASTIC FROM START TO FINISH.
LIVE LIFE TO THE MAX AND KEEP THE
EXPERIENCES COMING!
CHEERS AND A MASSIVE THANK
YOU TO SLR ICE ACADEMY!

GRAHAM, UK



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JAGUAR ICE DRIVE

Embark on four days of exhilaration and exploration at the edge of the Arctic Circle.

In the company of the Jaguar family, you'll learn to maintain a constant drift angle, encounter various advanced ice tracks, and explore our secret winter test facility.



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JAGUAR ICE DRIVE DAY 1

On arrival in Arjeplog, you will be transferred to the Hotel Silverhatten with its stunning views over Lake Hornavan and the surrounding pines. Enjoy drinks and dinner with your fellow guests.

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JAGUAR ICE DRIVE DAY 2

After breakfast, you will head out onto the frozen lake for the first time. Under expert instruction, you will learn how to maintain a constant drift angle and experience your Jaguar’s power and grace first hand.

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JAGUAR ICE DRIVE DAY 3

Following a morning briefing, you will head back out on the ice to face some more advanced tracks. This is followed by an afternoon tour of the secret winter testing facility.

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JAGUAR ICE DRIVE DAY 4

On your final full day, you will have the chance to see how much you have learned as you powerslide your way around the various handling courses for the final time.

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ICE DRIVE+

In the company of the Jaguar family, this stunning Scandinavian snowscape is where you will hone your driving skills.

Become fully immersed in the world of Jaguar as you explore our secret winter test facility, and enjoy a selection of lifestyle activities and cultural experiences in the frozen wilds.



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ICE DRIVE+ DAY 2

After breakfast you will head out onto the frozen lake for your first session. This is when the fun really starts as you learn how to maintain a constant skid angle.

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A quick morning briefing and it’s back out on the ice to face some new challenges. This will be followed by a tour of the secret winter testing facility.



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ICE DRIVE+ DAY 4

After your morning briefing, it’s a final chance to see how far you’ve come and how much you’ve learned as you powerslide your way around the various handling circuits, for the final time.

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ICE DRIVE

Available as either a 3-day weekend experience or 4-day midweek experience, this is the perfect opportunity to master the thrilling art of ice driving. Set against a stunning Arctic backdrop, test your limits over the various ice tracks.



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After breakfast you will head out onto the frozen lake for your first session. This is when the fun really starts as you learn how to maintain a constant skid angle.



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A quick morning briefing and it's back out on the ice to face some new challenges. This will be followed by a tour of our secret winter testing facility.



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ICE DRIVE LITE

Our most flexible and compact Ice Academy experience for enthusiasts short on time. Spend the morning learning the basics, and you'll be ready to upgrade to up to three different vehicles in the afternoon.



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THE ICE ACADEMY NON-DRIVING COMPANION PROGRAMME

Pick from invigorating husky rides to extraordinary cultural experiences and local traditions, our plus-one package gives non-driving companions the chance to share the holiday of a lifetime, inclusive of meals and accommodation.



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ARCTIC CIRCLE DRIVE

Use your newly-acquired vehicle control skills as you explore the Arctic landscape. Memories of the light, the stillness and the vistas will stay with you forever.

SNOW SAFARI

Take the controls of a powerful snowmobile for an exhilarating journey through the landscapes of Arjeplog.

HUSKY TOUR

Swap Jaguar power for husky power and enjoy the thrilling sensation of a dog-sled team as it races through the wilderness.



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All of our Jaguar instructors are experts at dynamic driving. From former test drivers to professional racers, they've all received extensive training and know how to get the best out of every guest.

Most importantly, they're all passionate about our vehicles. There's nothing they've not seen before, so you can rest assured that you're in the safest hands possible.

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BOOKING YOUR EXPERIENCE

To see even more action from the Ice Academy, please head over to our websites: jaguar.com/experiencesweden
Here you can see all of the packages and upcoming dates available to book your own exhilarating experience.

CONTACT US

This programme is delivered in English. Our offices are open from 9am until 5:30pm GMT Monday to Friday, excluding bank holidays. Local charges may apply.

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E-mail: iceacademy@quintessentially.com

EXPERIENCE MORE

Ice Academy is just one of Adventure Travel's extraordinary experiences. Discover some of the world's most breathtaking destinations. You'll put our vehicles to the ultimate test on your driving holiday of a lifetime.

[Discover more >](#)