



LAPLAND ICE DRIVING

LIKE NOWHERE ELSE



GENERAL
PRESENTATION



LAPLAND
ICE DRIVING

THE WORLD'S LARGEST
DRIVING CENTRE

Imagine drifting at more than 125 MPH in total safety round an F1 circuit...

- ...reproduced full-scale on a frozen lake,
- ...behind the wheel of a high-powered sports car.
- ...under the Northern Lights of Swedish Lapland.

Welcome to Lapland Ice Driving.



Click here to watch the video:

LAPLAND
ICE DRIVING



LIKE NOWHERE ELSE



LIKE NOWHERE ELSE

THE WORLD'S ICE DRIVING REFERENCE FOR MORE THAN 17 YEARS

- The world's largest driving centre
- Exclusive - the most famous F1 circuits reproduced full-scale on a frozen lake
- Up to 125 MPH in total safety for the ultimate pleasure
- Up to 160 miles drifting each day
- A fleet of exceptional cars (Ferrari, Porsche, Maserati, Lamborghini...) specially prepared for extreme conditions
- Personal in-car tuition by highly qualified instructors using unrivalled and proven technique
- Tailor-made services ensure a truly unique experience
- Registered travel agency ensures no-fuss arrangements
- Major environmental commitment with Planète Urgence
- A first-class ambassador: Yvan Muller

SUSTAINABILITY

OUR COMMITMENTS

Our activities create around 200 tonnes of CO2 per season, then in order to become **environmentally fully neutral**, we take the following actions:

- Investment in the LID Forest project, consisting in restoring the ecosystem through the reforestation of various species, the development of sustainable production of wild silkworms (of which tapia is the habitat) and honey. No less than 10,000 trees are planted each year, absorbing more than 800 tonnes of CO2 per year.
- The use of **bio-fuel** HVO100 for all diesel vehicles and heating machines, reducing by 90% their CO2 emissions.
- The use of wood pickets on the lake, to materialise the tracks.



SUSTAINABILITY

PROJECT

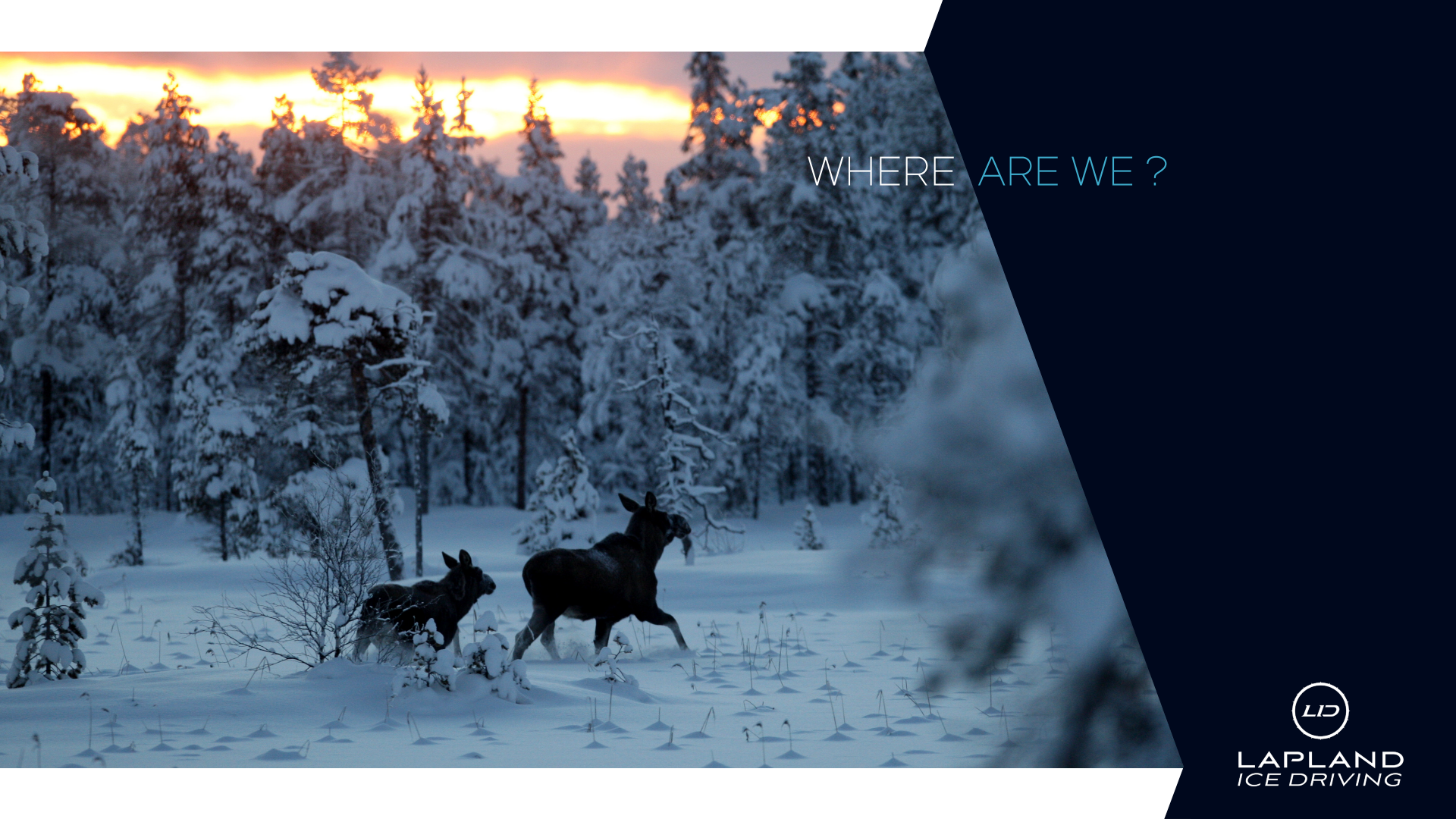
THE ARCTIC CHALLENGE



- 10 teams composed solely of students, from the best engineering schools in the World, build their own **electric vehicle**.
- Vehicle are made of **recyclable materials** only.
- The challenge is to achieve the best time on 10 laps of the circuit, and to consume as little energy as possible.
- **The entire project (including logistics) is designed to be 100% carbon-free.**
- LID provides infrastructures and logistics support.

More information on: <https://www.thearcticchallenge.com>





WHERE ARE WE ?



LAPLAND
ICE DRIVING

In the heart of Lapland

Arjeplog, winter capital of automotive testing

EXTRAORDINARY LOCATION



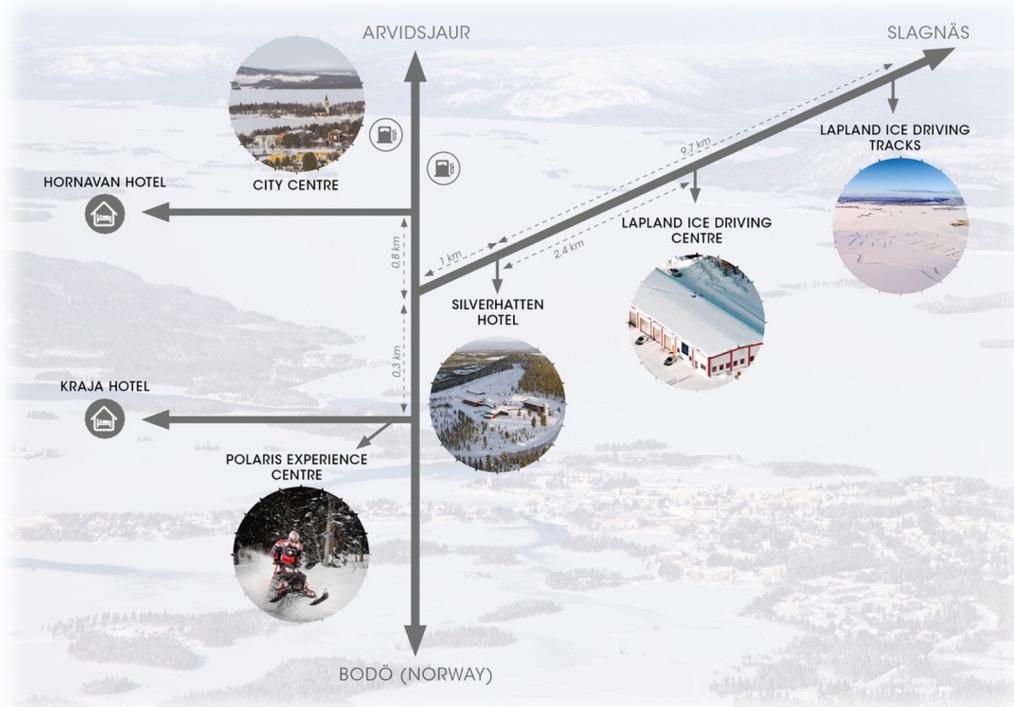
LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

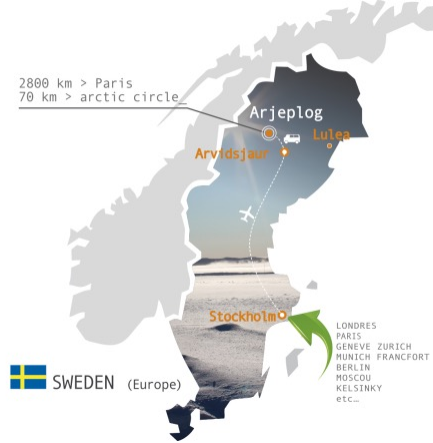


WHERE ARE WE LOCATED?

ARJE PLOG IN SWEDISH LAPLAND



Click here to view our facilities (v.2022) :



A winter landscape featuring a snow-covered path leading through a forest of trees heavily laden with snow. The sun is low on the horizon, creating a bright glow and lens flare. The sky is a clear, pale blue. The overall scene is serene and picturesque.

AN EXTRAORDINARY EXPERIENCE



LAPLAND
ICE DRIVING

Whatever your experience

Novice, expert, professional... master the art of drifting

YES YOU CAN !

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

In exclusivity: the most famous Formula 1
circuits reproduced full-scale

Silverstone, Paul Ricard, Yas Marina, Nurburgring & Sepang

THE WORLD'S LARGEST DRIVING CENTRE

with a total of 14 circuits reproduced every winter on a
frozen lake within a private domain of 3,000 acres

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE



A FLEET OF MORE THAN 30 SPORTS CARS

NEW FOR 2024



Ferrari 488 Challenge



Ferrari 296 GTB

Porsche Carrera 4S (991)



Alpine A110



BMW M4



Toyota Yaris GR



Porsche 992 GT3



Lamborghini Huracan



BMW M 240i



Up to 160 miles per day

Drive the equivalent of an F1 Grand Prix each day

THE LONGEST DRIVING RANGE

LAPLAND
ICE DRIVING

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Up to 125 MPH on ice

Drifting in total safety for the ultimate enjoyment

THE HIGHEST DRIVING SPEEDS



LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Personal in-car instruction

Drifting technique guaranteed thanks to our highly qualified instructors

THE MOST
EXPERIENCED COACHES

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ICE DRIVING

LIKE NOWHERE ELSE



THE STAY



LAPLAND
ICE DRIVING

Accommodation

As a registered travel agent, we can free you of all the logistical worries for complete peace of mind.

MUCH MORE THAN
JUST DRIVING

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Accommodation

Bespoke programs, to the highest standards

HOTEL SILVERHATTEN****

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Lappish Dinner

Enjoy local flavours in a warm atmosphere

AT OUR EXCLUSIVE
TEEPEE

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

Tailor-made services

Creating the best conditions to ensure a truly unique experience

BETTER-THAN-BEST
SERVICES

LAPLAND
ICE DRIVING

LIKE NOWHERE ELSE

A winter landscape featuring a snow-covered path leading through a forest of trees heavily laden with snow. The sun is low on the horizon, creating a bright glow and lens flare. The sky is a clear, pale blue. The overall scene is serene and cold.

OPTIONAL NORDIC ACTIVITIES



LAPLAND
ICE DRIVING



IN ADDITION TO THE DRIVING DAYS*

OR FOR YOUR COMPANION*

½ day Snowmobile tour



½ day dog sled excursion



½ day ice driving initiation



½ day road trip to the Arctic Circle



Helicopter tour



* Optional Activities

LIKE NOWHERE ELSE

OUR PARTNERS





HUBLOT x LID

LIMITED EDITION

As part of our partnership, Hublot has produced a special watch in the colours of Lapland Ice Driving, the materials of which are reminiscent of the ice on which our supercars come into their own.

Movement: HUB1143 automatic chronograph, with a 42-hour power reserve

Case: Titanium, 45 mm

Dial: Sapphire crystal with supra-sub and intra-sapphire laser treatment

Strap: white rubber base with an « Ice Blue » Nubuck coating and tone-on-tone stitching

LAPLAND
ICE DRIVING

FERRARI CLUB CHALLENGE

ON ICE

Lapland Ice Driving has been chosen by Ferrari to be the official operator of the Club Challenge On Ice events, whose second edition was organised in February 2023.

24 very privileged customers have been able to enjoy ice driving with 488 Challenge, specially prepared for the occasion.



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WE ARE HERE FOR YOU



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