



ROUTE
125

DRIVE YOUR SPIRIT OF ADVENTURE

Toyota is proud to partner with National Geographic in bringing you Route 125—your digital roadmap to 125 family adventures.

Since 1888 National Geographic has led the way in adventure. To celebrate their 125th anniversary they've set themselves a great challenge: to inspire ordinary families to enjoy adventures of their own. At Toyota, we love this idea. It reflects our own passion for helping families get out and have fun, the same passion which led us to design the Toyota RAV4. The all new RAV4 is a pioneering SUV designed for active families and people with a spirit of adventure. Packed with great features the RAV4 is ready to meet any challenge—big or small. It's a car which inspires you to look beyond the next bend and to explore the road less travelled.

Route 125 is the most adventurous road trip in Britain. National Geographic Emerging Explorer Dan Raven-Ellison is driving across the UK to find the most spectacular, exciting, interesting and unusual places for families to explore. Along the way Dan and his son Seb will have 125 adventures, ranging from delightful little discoveries to adrenalin-pumping escapades. They're already posting pictures, videos and blogs of their Route 125 adventures online. From fossil hunting in Dorset to patrolling Hadrian's Wall, Route 125 proves that family adventures can be found everywhere—and anywhere.



CELEBRATING
125
YEARS

NATIONAL
GEOGRAPHIC
MAGAZINE UK

1

ROCK CLIMBING PORTH CLAIS, PEMBROKESHIRE, WALES

Under expert supervision we bravely abseil down the red sandstone rocks of Porth Clais in Wales. As sea spray lashes our cheeks we take in the spectacular coastal view before bracing ourselves for the climb. We inch our way up using the techniques learned that morning. It's hard to feel more closely connected to nature than when clinging to a sheer cliff face with waves crashing below and gulls circling noisily above. As our hands finally grasp the cliff-top grass we revel in a sense of relief—and achievement. Cliff climbed!

With thanks to National Trust, Pembrokeshire, Wales.

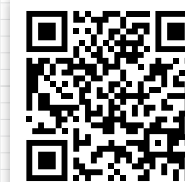


2

FOSSIL HUNTING CHARMOUTH HERITAGE COAST CENTRE, DORSET

"The trick to finding fossils is knowing where to look," say our enthusiastic guides as we jump between boulders on the Jurassic Coast. We soon spot a likely looking rust coloured rock. Chipping away reveals a glint of gold—fools gold! But that betrays a bigger treasure. Digging deeper we uncover a magnificent 200 million year old ammonite. Fossil found!

Plan your adventure at home or on the move. Scan here to discover more.



Inspire your own family adventure at www.toyota.co.uk/route125

#route125



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THE ADVENTURE HAS BEGUN

Dan and Seb have started their journey around the UK to create the ultimate family guide to exciting activities, days out and places to explore.

National Geographic Emerging Explorer Dan Raven-Ellison and his son Seb have already travelled thousands of miles exploring the UK's most spectacular, exciting, interesting and unusual places to enjoy family adventures. You can follow them on Twitter and on their dedicated Route 125 website. Here they are building a road map to 125 family adventures, ranging from delightful little discoveries to adrenalin-pumping escapades. The website is packed with ideas, photos and stories about the adventures they've enjoyed so far. Whether it's star gazing, graffiti hunting, zip wiring, or mountain climbing, the Route 125 website encourages every family to get up, get out and have adventures of their own.

Dan and Seb's hard work is making it easy for your family to have fun both close to home and further afield. To help these intrepid explorers Toyota has provided them with the all new RAV4 as their trusty steed and essential base camp. Whether they're on the road, off-roading, preparing for or recovering from their adventures, this pioneering SUV delivers comfort, safety, reliability and space. More than that, the RAV4 is a car which inspires everyone to look beyond the next bend and to explore the road less travelled. Which is why Toyota is proud to be part of this challenge, partnering with National Geographic as it celebrates 125 years of exploring the planet.



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SURFING PORTRUSH, COLERAINE NORTHERN IRELAND

There's a reason surfers look 'cool'. It's not the suntan, the swimwear or even the board tucked purposefully under one arm. It's because surfing demands skill, nerve and rugged determination. Despite this we were keen to master the basics—getting on the board and staying on. Under expert instruction we practised the pose on the beach before braving a couple of shallow breakers. It was both infuriating and exhilarating. Every time we fell off made us more determined to get back on and do better! A hugely addictive adventure. Surf's up!

With thanks to Portrush Surf School, Portrush



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SEAL SPOTTING BLAKENEY POINT, NORFOLK

Some animals are hard to find but it's wonderfully easy to spot seals at Blakeney Point. If they're not lounging on the low-lying sandbar then they're swirling around the boat or playfully popping up just a few feet away for a photo op. We're not sure who was more excited by the encounter, us or them: one actually waved at us! Seals definitely spotted.

With thanks to National Trust, Blakeney National Nature Reserve, Norfolk.

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THE ADVENTURE CONTINUES

Dan and Seb have had an amazing summer exploring the UK. Follow their Route 125 journey online as they map out 125 fantastic family adventures..

From sea kayaking in Scotland to reptile hunting on the south coast, National Geographic Emerging Explorer Dan Raven-Ellison and his son Seb have done it all. They've had an amazing time exploring the UK while mapping out Route 125—the UK's 125 most spectacular, exciting, interesting and unusual places to enjoy family adventures. The dedicated Route 125 website is packed with their ideas, photos and stories about everything from delightful little discoveries to adrenalin-pumping escapades! There's something to inspire and encourage everyone to get up, get out and have everyday adventures of their own—both close to home and further afield.

Dan and Seb have been braving the unpredictable extremes of the British summer to make it easy for your family to have fun. Toyota felt Dan and Seb's efforts deserved their support, that's why they provided these intrepid explorers with the all new RAV4 as their trusty steed and essential base camp. Through pouring rain and scorching sunshine, off-road and on, this pioneering SUV has delivered comfort, safety, reliability and space. More than that, the RAV4 inspires everyone to look beyond the next bend and to explore the road less travelled. Which is why Toyota is proud to be part of this challenge, partnering with National Geographic as it celebrates 125 years of exploring the planet.



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8 GLIDING THIRSK, YORKSHIRE

Since the dawn of time man has looked to the skies and envied the birds. This thought certainly added to the exhilaration of our gliding adventure. Being towed up to three thousand feet feels like man conquering nature. But once you're released and riding the air currents—nature definitely takes over. The enormous sense of freedom and splendid isolation makes this a truly unique experience. And of course there are the spectacular bird's-eye views of the Yorkshire countryside. We went up for an hour and it felt like a lifetime. Fantastic.

With thanks to Yorkshire Flying Club, Thirsk



7 PICKING YOUR OWN UPTON-UPON-SEVERN, WORCESTERSHIRE

You can't get more down-to-earth than picking your own strawberries. We'd built up quite an appetite during the day, which made the experience that much more rewarding. We each picked a spot and had great fun hunting through the greenery for the ripest, plumpest and juiciest strawberries. We think they really do taste better straight from the plant and a very full and satisfied Seb agreed it was one of his favourite adventures.

With thanks to Clive's Fruit Farm, Upton-upon-Severn



Plan your adventure at home or on the move. Scan here to discover more.



TOYOTA
RAV4
presents



**ROUTE
125**

125 ADVENTURES COMPLETED

The sun has certainly smiled on Dan and Seb's Route 125 challenge. Through an exceptionally sunny summer they've had an amazing time mapping out 125 fun family adventures in their RAV4. The dedicated Route 125 website is now packed full of all their inspirational ideas, from delightful little discoveries to adrenalin-pumping escapades!

Over an extraordinary six months of discovery, National Geographic Emerging Explorer Dan Raven-Ellison and his son Seb have travelled to the four corners of the UK and everywhere in-between. They've swum, surfed, sailed, canoed, kayaked, flown, zip-wired, cycled, scooted, run, walked, crawled and climbed to find you the UK's 125 most spectacular, exciting, interesting and unusual family adventures. From once in a lifetime experiences to everyday opportunities, they've proved that you're never far from an adventure!



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On road and off, the Toyota RAV4 has been their faithful steed and essential base camp. This pioneering SUV carried them safely, comfortably and reliably from A to B and beyond. It also proved handy for resting, sleeping, nursing, eating, drinking, reading, writing, changing, drying off, cooling down, warming up and, of course, carrying all their kit. More even than that, the RAV4 inspires everyone to look beyond the next bend and to explore the road less travelled. Which is why Toyota has been proud to be part of this challenge, partnering with National Geographic as it celebrates 125 years of exploring the planet.



124

CLIMBING BEN NEVIS BEN NEVIS

My favourite adventure was climbing Ben Nevis. As a geographer I'm especially appreciative of the mind-blowing forces and timescales that created this powerfully impressive landscape. What's more, it was a wonderful challenge to get Seb to the top. It's a long but straightforward summer hike, so we filled the climb with stories, snacks, games, and a mutual admiration of the stunning views. A wonderful bonding adventure—for both of us.

With thanks to the John Muir Trust



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SEA KAYAKING GOTT, SHETLAND ISLANDS

Seb's favourite adventure took us closer to nature than we expected. As we kayaked along the dramatic Shetland coast watching for wildlife, we spotted a sorry-looking sheep stranded at the foot of a steep cliff. Seb insisted we helped. We paddled over and in a flurry of woollen bleats we manhandled 'Flossy' into Seb's arms—in the kayak. We don't know whether Seb clung to the sheep harder than the sheep clung to Seb, but "Flossy" was soon safely deposited on shore. You just never know where an adventure will lead!

With thanks to Sea Kayak Shetland

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