



## **Cross Lander 244X - The Economical 4x4**

*The Rugged Cross Lander 4x4 Sport Recreation Vehicle (SRV) is headed for the US Market*

([PRWEB](#)) April 23, 2004 --Cross Lander USA is the only manufacturer and distributor in the United States that is aggressively targeting the rugged 4x4 off-road sport recreation vehicle (SRV) market. The Company is introducing a new line of affordable, rugged sport recreational vehicles (SRV) that will be sold under the Cross Lander brand name, beginning with the first model, Cross Lander 244X. The new vehicles will arrive in the U.S. in Summer of 2004.

The Cross Lander 4x4 244X is a new kind of sport recreation vehicle (SRV) that fulfills the needs and expectations of serious off-road enthusiasts, a segment that has been virtually overlooked by those manufacturers competing in the luxury sport-utility vehicle (SUV) space.

No other manufacturer has been able to offer an affordable sport vehicle designed specifically for true off-road use. The Cross Lander 4x4 244X, which is classified as a mid-size SUV sport utility vehicle, offers the consumers in this market segment a vehicle with both personality and power.

Although Cross Lander is a new brand in the U.S. market, the vehicles are based on the national Romanian automotive manufacturer ARO's line of vehicles. ARO (Auto Romania) has been manufacturing rugged, off-road vehicles and light trucks for more than 50 years. ARO has long enjoyed a solid track record for quality, performance and endurance. Cross Lander USA holds the exclusive rights to distribute the new line of vehicles in North America, Central America and South America (excluding Brazil).

Cross Lander USA acquired the Aro Romania manufacturing facility from the Romanian government as part of that government's privatization program.

Cross Lander has established a United States sales network currently consisting of more than 90 dealers, each hand picked to ensure product success in their respective markets. The Company plans to expand its network of dealers to approximately 150 with representation in every state by 2005.

Cross Lander USA has offices in Miami, Florida; Campulung, Romania; and Sao Paulo, Brazil. The Miami location serves as headquarters for the world wide operations.

For more information: [www.crosslander.hoppermotorplex.com](http://www.crosslander.hoppermotorplex.com)



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