



## 30 Years of Off-Road Adventure

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# NO LIMITS

As the owner of an outdoor shop in Bern, Switzerland, where he's been one of the exclusive importers of high-end rooftop tent manufacturer Maggiolina since 1991, Juerg Sollberger affords the luxury of multiple annual overland trips in Africa and North America due to one major factor, the slow shopping period during Swiss winters.

Thanks to having winters off for the past 30 years, Juerg has been guiding two to three overland trips per year with his company Atlas Travel World ([www.ATW.ch](http://www.ATW.ch)). With ATW, Juerg is living large. In 2009, he guided a group of fresh-faced overlanders on a record-breaking seven-week excursion to retrace his '86 landmark journey down the west coast of Africa.

In 2020, he will guide another group from Switzerland to Vladivostok in just 100 days. After arriving in Russia, the plan is to ship the vehicle to Canada then continue guiding journeys in North America. For Juerg, every day brings new adventures. 🐾







## »»» '79 HILUX TO '14 LAND CRUISER

In 1986, Juerg, 25, and his newlywed Doris, 22, took a two-year honeymoon and drove a '79 Toyota Hilux down the west coast of Africa from Morocco to Cape Town. Overlanding through still undeveloped West Africa in the '80s meant things could go wrong at any moment, and there may be no help for many miles.

Travel was sluggish and rigs were large and heavy, as you were forced to carry every spare tool and part imaginable, even an engine. With no GPS or cell phones, one had to think ahead more often than today's traveller, and think far outside the box to improvise when challenges arose.

All these years later, Juerg is still adventuring. His new machine, a '14 Toyota Land Cruiser, has been on the continent of Africa the last few years, being used to guide his overland journeys. What is it about Africa that he loves so much? "With Africa, you either come once and never again, or once and always. There is no middle ground," Juerg says.



## »»» MUST-HAVE AMENITIES

Juerg is a believer of the keep-it-simple method, except when it comes to his kitchen. His dry storage is spacious enough to head into the back-country safely for multiple weeks, and he always has space for multiple steak filet meals. For showering, a basic but durable bag does the trick. After a long day of driving, before evenings get chilly, the bag is heated on the vehicle's engine. Lastly, Juerg's hair washing hack is a low-tech but very useful squirt bottle, which carries just enough water to get one traveller's hair soapy clean.



## ««« DRIVING THE DUNES OF LIBYA

In the '80s and '90s, adventurous Europeans travelled hundreds of miles to spend a couple weeks every year driving the dunes of Libya, Juerg being one of them. Before it became unsafe for travel, Libya was the place overlanders' dreams were made of.

Imagine, 500 miles of untouched dunes with no tracks to limit your exploration. In just 10 days, overlanders could cover hundreds of miles. Vehicles were stocked with 130 liters of potable water, and 450 liters of petrol carried in homemade suspension tanks crafted from old Mercedes materials, and auxiliary plastic jugs and lorry tanks.

"The best part about venturing into the isolated landscapes of Libya was the peace and quiet," says Juerg. Local Libyans believe, Allah created the Sahara, so there would be one place on Earth with real silence. In the evenings, you could hear nothing else but the blood rushing in your ears. No animals, no plants, no people; absolute nothingness, except the promise of more adventure tomorrow.





## WHAT THEY DRIVE

### VEHICLE

'14 Toyota Land Cruiser

### NICKNAME

Luigi, from the film *Cars*

### ENGINE

4.2 diesel 6-cylinder, 1HZ

### TIRE SIZE

BF Goodrich Mud-terrain T/A  
255/85R16

### SUSPENSION

Old man EMU

### PETROL CAPACITY

130 L

### WATER CAPACITY

50 L

### AVERAGE RANGE

1000 km

### MAJOR REPAIRS

Tire detached from axel

### BEST VEHICLE FEATURE

The ultra-durable Italian-made Maggiolina tent, which lasts up to 25 years and requires waterproofing only every four years



## THE ADVENTURER

### ADVENTURER

Juerg Sollberger

### FROM

Switzerland

### FAVORITE COUNTRY

Libya (before the Arab Spring)

### OVERLANDING HISTORY

32 years and counting

### SCARIEST ROAD

150 mile dirt road through former Zaire

### CURRENT TRIP

11 weeks including beach time on Kenyan coast and mountain trekking in Uganda's interior

### OCCUPATION

Outdoor Store Owner and Overland Guide

### UPCOMING TRIP

Guiding a 100-day journey between Switzerland and Vladivostok

