

# ***Polo Cup India***



## **PRESS RELEASE**

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### **Set-up for body and mind: Fitness camp for Polo Cup drivers**

**Power yoga, agility exercises and principles of healthy eating: Polo Cup isn't only about driving fast cars**

**Ootacamund, September 8, 2010 – In an intensive, two-day fitness camp in the scenic South-Indian hill station of Ootacamund (Ooty), the young racers contesting the 2010 Polo Cup India were prepared for the rest of the season at a first of its kind driver fitness camp in India. At the season opener in Pune, on May 30, the young, talented drivers from across India made their debut in the first-ever Polo Cup in India. The fitness course marked yet another initiative from Volkswagen to aid the drivers in their preparation for the Polo Cup as well as the rest of their professional racing careers.**

After 3 successful rounds of the Polo Cup India Races, Volkswagen Motorsport India has introduced the first ever driver fitness camp in India, for a team. The camp is based on an international trend that focuses on all-round development of drivers. With the introduction of this camp, Volkswagen has taken Indian motorsport to a new level. Internationally, drivers are aware and involved in various sports besides racing; this initiative is an attempt to inculcate this aspect into Indian motorsport.

“Volkswagen is creating a unique atmosphere of racing and learning for the Polo Cup drivers. All the Polo Cup drivers have already been through a selection camp before the season and their fitness is monitored before every racing weekend. The idea is to communicate that Polo Cup is not just about racing cars on the circuit but also about educating the drivers, their all-round development and help them out perform themselves”, said Mr. Prithviraj Siddappa, Head of Volkswagen Motorsports India.

The fitness camp was directed by professional trainers from ABS Fitness & Wellness Club, who included experts in Nutrition management, Kick- Boxing and Power Yoga. Through the course of the two-day intensive camp, the young drivers attended sessions on Power Yoga – to increase strength, mental focus and flexibility and Pilates – to correct their posture and increase concentration. They were also briefed on the principles of healthy eating and weight training as well as the importance of fitness in racing.

“Besides circuit training which taught the participants simple exercises to prepare themselves day by day for the physical strain in the cockpit, we also included endurance and co-ordination training as well as team sports such as football. Sessions on nutritional management, which plays an important role in driver fitness, were also conducted”, expressed Mr. Abhimanyu Sable, Founder MD & CEO, ABS Fitness & Wellness Club.

“The fitness camp conducted by Volkswagen was very beneficial to us as drivers. Although I am used to physical activity and exercise, the fitness camp taught us exercises that are tailor made to race drivers, helping us perform at our peaks,” commented driver Vishnu Prasad

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Championship leader Sailesh Boliseti expressed, "The fitness of a driver is very important to how he performs on the track. At the same time it is important for us to eat correctly and maintain a sound body and mind. I am grateful that Volkswagen was able to conduct this camp to teach us the proper techniques to help us stay in shape during the Polo Cup."

Parth Ghorpade, the 17-year old racer from Kolhapur, said, "The fitness camp provided a great opportunity for all of us racers to interact with the Volkswagen team in a more casual off-the track setting. I especially enjoyed the Kick-boxing and outdoor-training sessions."

Thanks to its proven concept of promoting young talent abroad, the Polo Cup enjoys the reputation of being an ideal stepping stone to enter professional racing. With its debut in India this year, Volkswagen Motorsports hopes to bring the same success to Indian motorsport.

Motorsport enthusiasts interested in getting further information can log on to the website, [www.polocup.in](http://www.polocup.in). This website will display information about the format of The Polo Cup India, race updates and driver profiles.

## **About Volkswagen Motorsport**

*Volkswagen is committed to broad-scale motor sport and its activities include Dakar Rally, F3 Euro Series, German F3 Cup and 24-hours of Nuerburgring. The Volkswagen Cup races are successfully installed in the US, in South Africa, in China, and from 2010 onwards in India.*

*Following the legendary Formula V as of 1966 the brand, in 1976, sponsored a one-make touring car cup for the first time. Among others, the Scirocco Cup produced drivers like the subsequent Formula 1 racer Manfred Winkelhock. In 1977 the first-generation Golf GTI replaced the Scirocco as the cup vehicle and remained the popular competition car for a generation of young racers up to 1982. At the relaunch in 1998, Volkswagen presented the Lupo, which offered top-class sport at fair prices, as well as the Volkswagen New Beetle Cup.*

*The year of 1998 stands for an all-new concept in the world of racing. To this day, this new concept featuring centrally fielded vehicles and car swapping among the drivers guarantees maximum equality of opportunity. In 2004 the 150-hp Polo replaced the small Lupo as the cup vehicle and the concept was subjected to further refinement. The Polo Cup's success story is closely linked to the DTM-Deutsche Tourenwagen Meisterschaft. The premier league of touring car racing has evolved into a real crowd-puller and is envisaged as a concrete career goal by many junior racers.*

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