

Polo Cup India



PRESS RELEASE

Volkswagen signs Letter of Intent to bring globally acclaimed Volkswagen Polo Cup to India in 2010

Hockenheim / Pune, October 25, 2009 – Volkswagen India Private Limited firmed up its plans to enter Indian motor sports with the announcement of the signing of the Letter of Intent with JK Tyre & Industries Limited to bring the globally acclaimed Volkswagen Polo Cup to India in 2010. The racing series will be based on the highly successful Volkswagen Polo Cup touring cars series for young talented drivers being held in Germany and other parts of the world.

Speaking on the occasion of the finale of the DTM – the German Touring Car Championship – at the famous Hockenheimring (Germany) today, Prof. Dr. Jochem Heizmann, Member of the Board of Management of Volkswagen AG, said, “Volkswagen’s commitment to the Polo Cup India represents a long-term initiative designed to promote the development of motor sports in India. It is the first time in the history of Indian motor sports that a car manufacturer has launched a racing series of this kind, which is designed to train and promote talented and upcoming young drivers. We shall be developing a series of programs over the coming weeks and months designed to identify suitable young drivers and recruit specialized technicians from across the country.”

The Volkswagen Polo Cup India will enhance awareness as well as underline the technological advancement and power of the soon to be launched Volkswagen Polo model in India. Prof. Heizmann added, “the Polo Cup India will underline the strengths of the Polo product, which will be manufactured in Pune, to racing fans and others. This state-of-the-art, high quality, powerful vehicle with its reliable performance offers attributes that are critical to achieve success in the field of motor sports.”

“While the Polo Cup, as part of the DTM – the German Touring Car Championships – is an institution in Germany, we hope that the “Polo Cup India” will also break new grounds. The task we have set ourselves is not trivial. However, we are convinced that the project will be a success and that the interest that we generate will allow us to make a long-term contribution to the continuing development of motor sports in India”; concluded Prof. Heizmann.

Mr. Joerg Mueller, Volkswagen Group Chief Representative India who was present on the occasion commented, “we would like to strengthen our association with India by not just manufacturing technologically advanced products but also by taking initiatives to create a favorable environment for the development of a uniquely Indian motor sports culture. Volkswagen’s motor sports activities are renowned globally and we look forward to bringing our knowledge and expertise in this direction to India.”

Kris Nissen, Volkswagen Motorsport Director stated, “the Volkswagen Polo Cup is of significant importance from the perspective of the motorsports community as it provides a

VOLKSWAGEN

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page 2

vital platform for the genuinely talented young racer to develop his skills and compete in a level playing field. All participating vehicles are technically identical with the same performance data making it possible for only the most skilled drivers to leave an impact. The Polo Cup is the training ground for tomorrow's touring car champions."

Talented young racers as well as sponsors and partners interested in getting further information on Volkswagen's motorsports activities in India can get in touch with kurt.rippholz@volkswagen.co.in

Volkswagen Group Communications

Contact: Kurt Rippholz

Phone: +91/9930455597

E-mail: kurt.rippholz@volkswagen.co.in

Pradnya Joshi

+91/9764999349

pradnya.chaudhury@volkswagen.co.in

20:20 Media

Contact: Ruby Sinha

Phone: +91/9811639657

E-mail: ruby@2020india.com

Murali Sashidharan

+91/99019 91060

murali@2020india.com