

Polo Cup India



PRESS RELEASE

Volkswagen receives a record of almost 1,600 entries for the Polo Cup India 2011

After an extremely successful inaugural season in 2010, Volkswagen will continue the success story with season 2 of the Polo Cup India / From almost 1,600 registrations, 20 drivers will buckle-up for a chance at the title of Polo Cup Champion

Pune, March 02, 2011 – Volkswagen closed the registrations for the second season of the highly acclaimed Polo Cup India with a record breaking 1,598 entries. Budding racers and motorsports enthusiasts from across India have entered the race towards a chance to be part of this exciting series and maybe even become India's next Polo Cup Champion.

Commenting on the response received, **Dr. John Chacko, Volkswagen Group Chief Representative India, President and Managing Director, Volkswagen India Private Limited** said, "We are extremely pleased with overwhelming response we have received so far in terms of the number and the quality of the entries. The immense success of the inaugural season of the Polo Cup and the response so far is proof of the latent talent and interest for the sport."

Prithviraj Siddappa, Head of Motorsports, Volkswagen India, said, "Building on the success of the first season, we will ensure that this season is going to be bigger, faster, and packed with a few surprises. Motorsports in India is in full swing with more companies joining the cause, and we at Volkswagen Motorsport are proud to be a part of it."

The 1,598 registrations represent the incredible reach of the Polo Cup. Volkswagen received a flood of entries spanning India, across various ages and experience levels. A majority of the drivers fall in the 16 – 20 year age group and mostly are from the South or West India. Amateur drivers make up nearly 60% of the total entries received. The recently conducted Amaron Karting Challenge acted as a feeder for the initial selection of the Polo Cup India 2011. The selections were held in 9 cities namely, Goa, Mumbai, Hyderabad, New Delhi, Banglore, Chennai, Chandigadh, Coimbatore & Kolhapur.

The selection process will take place in three stages, the first being the recently concluded online registration. The second stage will involve a karting selection in Pune. Those selected will race in the Polo Cup cars for the final round of selection in Coimbatore. Winning teams from every city of Amaron Karting Challenge qualified directly for Final Selection to be held at Coimbatore.

As in the debut season, the Polo Cup India 2011 will present itself with a record field of contenders. 20 firmly registered young drivers aged 16 to 24 will meet on the track in Race Polo cars with identical technology that are centrally tuned and maintained by highly skilled

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Volkswagen India Factory mechanics. Participants will undergo a strict and rigorous selection process in order to earn a place in the driver seat of the Race Polos.

With body kits buffed and engines tuned, Volkswagen Motorsports is gearing up to kick-off an all new and fuel-injected season of the Polo Cup India this year. Soon the Race Polos' Diesel engines, the heart of these racing machines, will roar to life thrusting their young drivers towards the coveted title of the Polo Cup Champion 2011.

The inaugural season of the Volkswagen JK Tyre Polo Cup India was a grand success right from the moment the lights turned green. The 6-leg series kicked-off in a unique street race in Pune on May 30, and continued on the race tracks in Coimbatore and Chennai. Out of a record breaking 1,100 applicants, 20 drivers were selected to compete in the series. The championship was a close race right up to the final checkered flag, when Sailesh Boliseti, the 22-year from Vizag, edged out the 17-year old Parth Ghorpade to win the title of India's first-ever Polo Cup Champion.

Motor sports enthusiasts interested in getting further information can log on to the website, 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 as in internationally staged cross-country rally racing programmes in countries including Germany, Europe and the United States apart from other countries in Asia and has a long tradition of promoting young talent. 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. In 1983, the second-generation Polo followed as the cup vehicle – initially using the 88-hp normally aspirated engine version and, from 1986, the 112-hp compressor engine. 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.

The commitment encompasses the internationally renowned Dakar Rally. Diesel and bio natural gas powered as eco-conscious alternatives to conventional spark ignition engines and clever down-sizing are the core elements of this strategy. Volkswagen is already in the process of putting the aims of eco-conscious motorsport of the future into action. Bio natural gas engines in the Scirocco R-Cup and at the Nürburgring 24 Hours has already proved that eco-consciousness and top-calibre racing. Volkswagen consistently banks on production-based technology and the conservation of resources. In an overall assessment of racing operations and logistics for the Scirocco R-Cup Volkswagen has achieved a reduction of CO2 emissions by 80 per cent.

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