

Polo Cup India



PRESS RELEASE

Polo Cup Driver Fitness Camp 2011: Set-up for Peak Performance

- **Acro Yoga, Fitness Drills, Kick Boxing and Aerobics sessions: Volkswagen provides the fitness tools for drivers**
- **Scientific techniques used to achieve optimum level of fitness**

Lonavala, May 9, 2011 – Building on the success of last year’s Driver Fitness Camp, Volkswagen Motorsport India conducted an intensive, three-day fitness camp in the picturesque hill station of Lonavala. The recently confirmed 20 Polo Cup India 2011 drivers were taken through a number of sessions designed to provide them with the fitness tools to become well-rounded racing professionals. This camp marks yet another milestone of the Volkswagen JK Tyre Polo Cup program to aid drivers in their preparation for the season ahead.

The fitness camp was conducted prior to the season opener to help build a strong foundation for the racing season. The camp was based on an international fitness format that focused on all-round fitness development of drivers.

“The Polo Cup India is the ideal stepping stone into the world of international motorsports. Polo Cup India is not just about racing cars on the circuit but also about educating the drivers and assisting them to achieve their best on the circuit. The goal of this program is to provide the drivers with necessary techniques and equipment needed to develop their fitness levels which will ultimately help them to perform better”, said Mr. Prithviraj Siddappa, Head of Volkswagen Motorsport India.

The fitness camp was conducted by professional trainers from ABS Fitness & Wellness Club, which included experts from Nutrition management, Kick- Boxing, Aerobics and Power Yoga. Sessions on Rock Climbing, Archery and Recovery Yoga were some of the added sessions this year. Through the course of the camp, the young drivers attended sessions on Power Yoga – to increase strength, mental focus and flexibility and Aerobics – to correct their posture and increase concentration. Besides the importance of fitness in racing, the drivers were also briefed on Sponsor Management and Data Logging.

“It is a fantastic opportunity to associate with Volkswagen JK Tyre Polo Cup India once again this year. The fitness camp is a great platform provided by Volkswagen to these young drivers to help them develop their fitness levels. Customized training & nutrition plan basis the fitness testing (body composition), core strength & flexibility were carried out for the drivers. These scientific techniques will assist drivers to work on the tailor made fitness plan provided.” expressed Mr. Abhimanyu Sable, Founder MD, ABS Fitness & Wellness Club.

“The techniques and tips taught last year really helped me perform at my peak. This year Volkswagen increased the level of fitness training conducted which was really beneficial as it will help me to prepare for the season ahead.” commented returning driver Vishnu Prasad.

Polo Cup India



Rookie Driver, Lawrence Taur expressed, “Fitness is very important for any race driver. This is my first ever season and I am really grateful to Volkswagen for conducting this camp. I now know the correct techniques to prepare my body and mind for the Polo Cup India 2011. I really enjoyed the outdoor-training sessions like rock climbing, rappelling, archery and especially the paint ball session”

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. Building on its success with the debut Polo Cup India last year, Volkswagen Motorsport hopes to make the Polo Cup India this year an exciting and challenging season in the Indian Motorsports calendar.

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. Follow Polo Cup on www.facebook.com/vwpolocupIndia and www.youtube.com/user/vwpolocup.

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 have 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.

Polo Cup India



Volkswagen. Das Auto.

Volkswagen Group India Communications

Contact: Alexander Skibbe / Pradnya Joshi Chaudhury

Phone: +91-9765404647 / +91-9764999349

E-mail: alexander.skibbe@volkswagen.co.in / pradnya.chaudhury@volkswagen.co.in

20:20 MSL

Contact: Atul Shah / David Vaz

Phone: +91-9960255829 / +91-9322652611

E-mail: atul.shah@2020msl.com / david.vaz@2020msl.com