

Polo Cup India



PRESS RELEASE

Volkswagen flags-off an action-packed 5th round of the Volkswagen-JK Tyre Polo Cup India 2010

Bollywood actor Gul Panag to burn rubber in a special all ladies race / Volkswagen extends the Polo Cup series to a second season

Chennai, November 28, 2010 – Volkswagen India Private Limited & JK Tyre flagged-off of the 5th Round of Polo Cup India 2010 today at the MMSC Irungattukottai Race Track, Sriperumbudur in Chennai - the heartland of Indian Motorsports. The 5th round marks a fuel-injected weekend for Polo Cup. Race 1 of Round 5 was flagged-off by Dr. Ulrich Hackenberg, Member of the Board of Management of Volkswagen Brand, with responsibility for ‘Development’, and Bollywood actor, Ms. Gul Panag.

Today is an exciting day for Motorsports in India. Volkswagen today announced its continued commitment towards motorsports in India with the extension of the Polo Cup to a second season.

Commenting on the occasion, **Dr. Ulrich Hackenberg, Member of the Board of Management of Volkswagen Brand, with responsibility for ‘Development’**, said, “Volkswagen is a very technology-oriented company and motorsport provides a great platform to refine existing technologies and innovate for newer ones. Therefore, what the Volkswagen Polo Cup India does is, it enhances awareness as well as emphasizes the technological advancement and power of the Volkswagen Polo model in India.”

Mr. Kris Nissen, Volkswagen Motorsport Director, expressed, “Today’s race proves to us the tremendous amount of talent and potential present in our young Indian drivers. The competition among drivers is fierce, which is evidence of their passion for the sport. You can truly see the exponential improvement in the racers from their 1st race in Pune till today.”

Dr. John Chacko, Volkswagen Group Chief Representative India, President and Managing Director, Volkswagen India Private Limited, said, “The success of the Polo Cup is evident by the support we have received today from our sponsors as well as cheering fans. The Polo Cup provides the Indian youth a stepping stone into the international world of Motorsports, a kind that was never available earlier. We would like to continue our success story with Season 2 of Polo Cup India in 2011.”

Bollywood added glamour to the Polo Cup in this round. Gul Panag, Indian actress and star of the upcoming movie, “Turning 30”, and producer/director Prakash Jha showed their support by being present at the race. The Bollywood star along with other *Sirens of Indian Motorsports* will take to the track in an all ladies special Polo Cup race.

This is the 5th and penultimate round of India’s first ever Polo Cup. The series has 6 racing weekends in total. Polo Cup India races are part of the JK Tyre National Racing

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Championship, which is a flagship motorsports event in India. This race will be followed by the series finale on the 18th and 19th of December, on the race circuit in Chennai.

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.

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