

# Polo Cup India



Volkswagen. Das Auto.



## PRESS RELEASE

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### Volkswagen-JK Tyre Polo Cup India announces tie-up with NEO Sports

**Gives NEO Sports exclusive rights to live telecast the Polo India Cup 2010**

**Pune, May 28, 2010 – The Volkswagen-JK Tyre Polo Cup India has entered into a partnership with NEO Sports, a premium all Sports Channel from the bouquet of NEO Sports Broadcast Pvt. Ltd for the LIVE telecast of the Polo Cup India 2010. The first race of Volkswagen Polo Cup, India's only one-make touring car race series, will commence on 30th May 2010 from Pune, the hometown of Volkswagen India and will be telecasted live on the channel starting 11:30 am.**

There will be a total of six races in the Polo Cup India 2010. Each race will be held over a three day weekend with practice sessions, qualifiers & the final race day. The Volkswagen-JK Tyre Polo Cup India 2010 will increase awareness as well as showcase the technological advancement and power of the recently launched Volkswagen Polo in India. Polo Cup is of significance from the perspective of the motor sports community as it provides a vital platform for the genuinely talented young racer to develop his/her skills who will compete in a level playing field.

Announcing the association Mr. Joerg Mueller, Volkswagen Group Chief Representative India & President and Managing Director Volkswagen India Private Limited said "It is our pleasure to enter into this partnership with NEO Sports for Polo Cup India. Through this partnership, Polo Cup India 2010 will be broadcasted throughout India on a popular sports channel. This is the first time that we are partnering with NEO Sports and we are confident that this event will be a treat for all motor sports lovers."

According to Mr. Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd., "NEO Sports is known to bring exciting motor sports action from across the world to the sport lovers in India. We are glad to be associated with yet another exciting and unique race - Volkswagen Polo Cup which is first of its kind in India and we look forward to a thrilling racing action."

Like the spark that breathes life into a dormant combustion engine, the Polo Cup India was but a tiny idea conceptualised in October 2008. The journey of this thought into one of the biggest single-make touring car series in India is truly inspiring and culminated in signing of the Letter of Intent with JK Tyre in October 2009. Three months later the Race Polo was unveiled in the Delhi Auto Expo 2010. A fierce grill and clean lines form the perfect shell to the 1.6-liter R4 common rail diesel (CRD) engine, which can produce a top speed of 180 km/h.

Motor sports 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.

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## 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.

## About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the No. 1 sports channel in India by annual Gross rating points (Source- TAM 2008 & 2009) and NEO Sports – the premium all sports channel. NEO Cricket is the world's first cricket centric TV channel and currently broadcasted in over 25 countries across Asia. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI's, T20 and Test matches. NEO Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motoracing, Badminton to the Indian sports lovers. This includes German Bundesliga, Italian Serie A, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women's Tennis, NASCAR & MotoGP among others.

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