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Desert Dash 09 flagged off



Written by mulakatindia

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The Desert Dash 09 flagged off delhi. *Unique event to combine thrill of motorsports with luxury of fine, hand-picked hotels.* The rally is the maiden venture of **Cougar Motorsport**, a motorsport club in North India that brings together the experience of motor sport competitors, officials and event management specialists. Officially commencing on Sunday, the event has been divided into four legs to be driven across four days through the vast expanse of the **Thar Desert**, combining both on and off-road routes, thereby testing the resilience of both the car and the competitors.

New Delhi, November 28, 2009: Desert Dash 09, exclusively featuring only Premium Street legal SUVs and Sedans in a rally format for the first time, was ceremonially flagged off from the capital's newest luxury hotel, The Aman New Delhi, Lodhi Road on Saturday. The rally is the maiden venture of **Cougar Motorsport**, a motorsport club in North India that brings together the experience of motor sport competitors, officials and event management specialists. Officially commencing on Sunday, the event has been divided into four legs to be driven across four days through the vast expanse of the **Thar Desert**, combining both on and off-road routes, thereby testing the resilience of both the car and the competitors. 17 cars have been cleared to compete and there are eight women among the 36 competitors.

The Desert Dash 09 will be unique in more ways than one as it will combine the thrill of motorsports with the luxury of some of Rajasthan's fine, hand-picked palace hotels. Flagged off from The Aman New Delhi, Lodhi road, it seeks to end its quest for peace at the magnificent Amanbagh near Alwar. The entries have been restricted to premium class, street legal SUVs and Sedans, which is also a first as such an elite grouping has never been tested together in the classic rally format. The rally will have two separate categories for both two-wheel drive (2WD) and four-wheel drive (4WD) Noted Auto journalist Murad Ali Baig has also confirmed his participation.

The Desert Dash is a Closed Invitational Event, approved by FMSCI and with limited participation. The four-wheeled beauties on display in the inaugural event would include cars like the BMW X5, Porsche Cayenne, Volkswagen Touareg, Mercedes M Class, Mercedes E Class, Mitsubishi Montero, Pajero & Outlander, Toyota Prado & Land Cruiser, Honda CRV and Ford Endeavour among others. The participants include CEOs, senior executives, business owners and golf club members.

Thrilled at seeing their efforts bear fruit, Mr. Ashish Gupta, Director of Cougar Motorsport said, "We are ecstatic to see, what started off as a discussion between friends at the bar, the realization of our efforts. All of us at **Cougar Motorsport** are professionals with large organisations who have experienced firsthand the added dimension that motorsport can bring to executive life. We are thankful to the other participants to take time off from their extremely busy schedule to make this possible. We believe that this is a small beginning to a great future for Cougar Motorsport."

Amanresorts is the hospitality partner, Fortis Healthcare is the medical partner and Swarovski is an associate sponsor of the event. Andersand, Outlook Traveller and AutoXchange are the media partners across the lifestyle, travel and auto verticals. A crew from Times Now television is also participating and covering the event.

About Cougar Motorsport

Cougar Motorsport is a motorsport club in North India that brings together the experience of motor sport competitors, officials and event management specialists. All founders are professionals with large organizations who have experienced firsthand the added dimension that motorsport can bring to executive life. The Desert Dash 09 is their first of many such exciting ventures already planned.

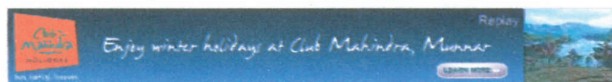
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