

Automobile Careers

[Click Here](#)

www.Monsterindia.com

Demand In Companies

Exp:0-6 yrs

Submit Resume Now

monster.com

Ads by Google

[Home](#) | [Past Issues](#) | [Read Offline](#) | [Submit News & Pictures Free](#) | [Refer A Friend](#) | [Citizen Journalist](#) | [About Us](#) | [Download](#) | [Contact Us](#) | [WU Shop](#) | [Blog](#) | [RSS feeds](#)

Get Latest News

Automobile News : India

CLICK TO READ

- > [Upcoming Launches](#)
- > [Hits & Misses of 2008](#)
- > [New Automobile Launches](#)
- > [Auto Test Drives](#)
- > [Cover Story](#)
- > [Dream Vehicles](#)
- > [Celebrity Interview](#)
- > [Car Care](#)
- > [Concepts](#)
- > [Special Report](#)
- > [Beyond Wheels](#)
- > [Industry News](#)
- > [Technology](#)
- > [F1 Races](#)
- > [Driving Holidays](#)
- > [Consumer:My Say](#)
- > [Interview](#)

[Car Insurance](#)

[Breakdown Cover](#)

[Car Reviews](#)

[Cheap New Cars](#)

[Car Insurance](#)

[Van Insurance](#)

ADVERT LINKS

- [Tesco Compare car insurance](#)
- [Breakdown Cover from The AA](#)
- [To Advertise Here click](#)

RESOURCE SECTION

- > [Links](#)
- > [Picture Gallery](#)
- > [Video Gallery](#)

The Desert Dash 09 flagged off from Delhi

Editor Posted on 11/30/2009 5:43:41 AM

[Do You Like Love Marriage?](#)
Register Free, Search, Chat & Marry

[Send this news to a friend](#) [Write Comment on this news](#) [Add a Friend](#) [Facebook](#) [M...](#)



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, 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."

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.

Comments By The Readers

No Comments Yet ! Be The First To Comment