

JK TYRE PRESENTS RANGER ODYSSEY: A FUN FAMILY RALLY EVENT FOR DRIVING ENTHUSIASTS

New Delhi, June XX, 2023: JK Tyre, a leading global tyre manufacturer, announces the much-anticipated **Ranger Odyssey**, a family navigation event designed to celebrate the love for long drives and ignite the spirit of adventure in **participants who are wild at heart**. The maiden event will flag off on June 10th in Coimbatore and will be followed by events in five other cities- Pune, Hyderabad, Cochin, Chandigarh & Gurgaon. The rally will test the mettle of drivers and navigators as they traverse diverse terrain and routes, competing under the time, speed, and distance (TSD) format.

Motorsport fans treasure rallies for their thrilling mix of skill, precision, and teamwork. The Time-Speed-Distance (TSD) rally format specifically tests drivers and navigators on maintaining correct speed and timing while following a designated route using a roadbook. The inclusive nature of these events even allows family members to join, making it a fun family experience.

Mr. Srinivasu Allaphan, Director-Sales & Marketing, JK Tyre & Industries Ltd. said at the announcement of the RANGER ODYSSEY, *"The Ranger Odyssey encapsulates the essence of adventure, inviting participants to embark on an extraordinary journey that blends adrenaline, competition, and camaraderie. Join us as we embark on this exhilarating adventure, fuelled by the pursuit of excellence and the unwavering commitment to deliver exceptional motorsport experiences."*

JK Tyre & Industries Ltd, ranked among the top 25 tyre manufacturers globally, has been a pioneer in introducing world-class motorsports to India. With a rich legacy spanning three decades, the company has been instrumental in creating an ecosystem that allows motorsport enthusiasts to participate and provides spectacles for fans across the nation.

