



JK TYRE RANGER ODYSSEY KICKS OFF IN COIMBATORE, IGNITING THE SPIRIT OF ADVENTURE

Coimbatore, June 10, 2023 - JK Tyre, a leading global tyre manufacturer, flagged off the much-anticipated **Ranger Odyssey** today in the city of Coimbatore. The event promises to showcase the pinnacle of Time-Speed-Distance (TSD) rallying, that tests the precision, speed, and navigation skills of the 'wild at heart' participants. Coimbatore is the first city in the six-city odyssey, to be followed by similar events in Pune, Hyderabad, Cochin, Chandigarh, and Gurgaon.

The rally was flagged off from WelcomHotel by ITC in the presence of **Mr. Kranthi Kumar Pati, I.A.S., District Collector, Coimbatore, and Mr. Amit Gujral, Chief Marketing Officer, JK Tyre & Industries**. Over 60 teams participated in the fun family navigational Ranger Odyssey today in Coimbatore.

Mr. Amit Gujral, Chief Marketing Officer, JK Tyre & Industries Ltd. said at the flag-off, *"Today marks the beginning of an extraordinary automotive adventure as we flag off the Ranger Odyssey's first rally in Coimbatore. The Ranger Odyssey will offer an experience that everyone taking part will remember and for families to come together and celebrate the love for long drives."*

The Ranger Odyssey is a testament to JK Tyre's commitment to advancing motorsport in India and beyond. The event is held in TSD (Time, Speed, Distance) format which is a unique form of rallying where crossing the chequered flag fastest is not the objective. Each team comprises of a driver and navigator, where the navigator who has to bear in mind the route instructions, calculate the average speed and ensure the team is on track and not behind or ahead of the schedule as both scenarios attract penalty points. Participants have to maintain specified times and average speeds (which are at par or lower than the legal limits) on various segments of a predefined route.

The rally traversed through a carefully curated route through the city, covering over 70kms and crossing several landmarks on the way, to finally conclude at Hotel Le Meridien. To keep the participants engaged there were a host of activities planned such as a photobooth at the flag-off venue, and pitstops enroute for participants where they could leverage social media to win exciting prizes.

The winners will be felicitated at a prize distribution ceremony which will be held at Le Meridien in the evening.



About JK Tyre Motorsport:

JK Tyre has been closely associated with the world of motorsports for almost three decades. The company laid down a long-term plan to popularize and promote the sport in the country. Its first target was to change the notion that this was a sport for the elite. So, it packaged and redesigned it in a spectator-friendly way, drawing the masses to the sport. JK Tyre's efforts started paying dividends in just a few years' time, with the likes of Narain Karthikeyan and Karun Chandok going all the way to the F1 rung, the highest level of single-seat racing in the world. Since then, a number of stars emerged, including Armaan Ebrahim, the Maini brothers (Kush and Arjun), Anindith Reddy Konda, amongst many others. JK Tyre Motorsports is very proud of the role it has played in bringing women into motorsports in a big way. Apart from encouraging them to get into the sport through karting as kids, the company also gave them opportunities in various national championships. With a vision to promote women in motorsports, the company has curated women-centric events such as JK Tyre WIAA Women's Rally to Valley, JK Tyre Defence Wives Power Drive, JK Tyre-YFLO Women's Power Drive, JK Tyre Times Women's Drive apart from introducing an all-women's team in the JK Tyre National Racing Championship to encourage women to take up to the sport.

For further information, please contact:

Neha Tiwary
DGM-Corporate Communication
JK Tyre & Industries
Neha.tiwary@jkmail.com