



PRESS RELEASE

FOR IMMEDIATE RELEASE

## **Force Motors is the Title Sponsor of “The Rainforest Challenge India”**

**The first edition of “Force Gurkha RFC India” to be held in Goa from August 8 to 14, 2014**

**New Delhi, July 2, 2014:** Pune-based Force Motors Ltd. today announced that the company will be the Title Sponsor of Rainforest Challenge in India, titled “**Force Gurkha RFC India 2014**”. Force Motors is a pioneer in the field Light Commercial Vehicles (LCV) and has recently forayed into the Personal Vehicles business with Force One SUV. It will promote its Extreme Off-Roader Vehicle; **Force Gurkha** with the title sponsorship of this event.

Rainforest Challenge was first launched in Malaysia in 1997 and is amongst the Top Ten Toughest motor races in the world. It is a global brand with presence in seven countries; Italy, Australia, Russia, Sri Lanka, Vietnam, Tunisia, and China. The **Force Gurkha RFC India 2014** will take place in the forests of southern Goa from August 8 to 14, 2014.

The **first edition** of this mega motorsport event is expected to be the biggest congregation of extreme off-roading enthusiasts in India.

Force Motor’s Managing Director, Mr. Prasan Firodia said “For Force Gurkha there could have been no better synergy than this extreme off-roading event. The RFC India 2014 is a great platform for the Force Gurkha. I believe the off-roading community in India is ready for intense challenges and now has a global platform to test their mettle and raise their skill levels.”

Force Gurkha RFC India 2014 shall maintain the extreme challenging conditions seen in the original event held in Malaysia. The event will subject competitors to incessant rain, steep slippery slopes, deep ruts, gullies, flooded rivers, and landslides, all with interesting and unpredictable twists. Force Gurkha RFC India 2014 has 4 levels of increasing difficulties; Prologue, Predator, Terminator and Twilight. The participants have to complete all 30 Special Stages across a multitude of obstacles, to be declared as overall winners. However given the fact that the event is in its first year in India, the seven classes and 2 overall rankings – with one for foreign entries and another for Indian entries - have been kept flexible.



Ashish Gupta; Founder and Director Cougar Motorsport stated, “It will be interesting to see how well Indian off-roaders stand up to unpredictable jungles amidst perpetually wet conditions without losing their cool. This event paves way for the off roading in India. I am happy to also announce that the winning team in this challenge will get an automatic entry to the RFC event in Malaysia.”

---

---

#### **ABOUT RFC INTERNATIONAL**

The Rainforest Challenge (RFC) was launched in Malaysia in 1997 as one of the world’s most demanding 4x4 extreme off-road events. Conceptualized and founded by Mr. Luis J.A. Wee, it has become an annual event held in the jungles of Malaysia during the monsoon season. Over the past decade, RFC has built a reputation as the world’s most well-known and internationally represented off-road motorsport event. RFC is listed in the top 10 Toughest Motor Races in the World. The grand success of the mother event in Malaysia led Mr. Wee to expand and introduce its global series in seven countries; Italy, Russia, Sri Lanka, Vietnam, Tunisia, China and Australia. India is now all set to make its presence felt on the RFC Global series map from 2014 onwards.

#### **ABOUT FORCE MOTORS**

Force Motors was established in 1958 by Shri N. K. Firodia, is a fully vertically integrated automobile company, with expertise in design, development and manufacture of the full spectrum of automotive components, aggregates and vehicles.

Force Motors (formerly known as Bajaj Tempo) started production of HANSEAT 3-wheelers in collaboration with Vidal & Sohn Tempo Werke Germany. The company played a pioneering role in the light commercial transport industry in India with iconic brands like the **Tempo**, the **Matador** and the **Traveller**.

Its range includes Trump small commercial vehicles, Trax multi-utility and cross country vehicles, Traveller light commercial vehicles and the Balwan range of Agricultural Tractors. Force Motors has recently entered into the personal vehicles arena with the launch of a genre leading sports utility vehicle, the FORCE ONE in August 2011. The Extreme Off-Roader Vehicle; Gurkha is the second vehicle to be launched under the Personal Vehicles Division.

#### **ABOUT COUGAR MOTORSPORT PVT. LTD.**

Cougar Motorsport is the India Representative of Rainforest Challenge International. Started in April 2009, Cougar Motorsport has successfully conceptualized and executed 53 events till date including off-road events for Land Rover, Mitsubishi, Tata Motors and Audi. Cougar Motorsport is a registered member of The Federation of Motor Sports Clubs of India (FMSCI), which is the National Sports Federation recognized by the Government of India and also the ASN of the Federation Internationale de l’Automobile (FIA) in India.

#### **For media queries:**

Mallika Apte  
Force Motors  
+91 860 501 3528

Juhi Jain  
Green Thumb  
+91 98 71 40 80 82