

Our concerted plan yielded results quickly

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Over the years, I must confess, we were tempted to return to the wonderful sport of car rallying. However, we were waiting for the right moment and it came this year when FMSCI signed up a new promoter and opened up regulations to allow FIA homologated cars.

We also saw that the promoter was enthusiastic while manufacturers were also showing an increased level of interest. And when 50 teams signed up for the first round in Chennai, we knew that the time was ripe to return to national rallying.

Not too long ago, when we were in the fray we had built a formidable reputation, as the team to beat. We had to live up to that so our first goal was to zero in on the best driver in the country. Gaurav Gill without doubt was 'the' man and we were happy to see

that the urge to work together was mutual. Then, we looked at other talented drivers and backed Dean Mascarenhas, Karna Kadur, Younus Ilyas and Suhem Kabeer. True to our philosophy of promoting women, we got Shivani Pruthvi too on board.

Once we had an ideal line-up, we drew a roadmap that would help them reach their true potential.

Our concerted plan immediately yielded results. Seasoned campaigner Dean scored his first big victory on his debut with JK Tyres. As expected, Gaurav was the cynosure of all eyes and he didn't disappoint, driving in his inimitable aggressive style and clocking amazing timings.

As we go forward, we will consolidate on this brilliant comeback. We will soon launch the JK Tyre Rallying team and bring in international four-wheel cars as well as world-class tuners and engineers. (BVK SPORTS & MEDIA)

(A motor racing and technical expert, the writer is Head of Motor-sport at JK Tyre)



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