

# Toyota-s-First-Etios-Motor-Racing-Exhibition-Race-Left-its-Gala-Appeal-35606.cms

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## [Toyota's First Etios Motor Racing Exhibition Race Left its Gala Appeal](#)

By Mukul Sarkar



Toyota Kirloskar Motor (TKM) has been taking all the necessary steps to strengthen its pro-customer approach. Its latest initiative truly reflects upon its global philosophy and the company's latest marketing campaign, Waku Doki that stands for excitement, joy and fun TKM left its dazzling mark upon Etios Motor Racing (EMR), the first Exhibition Race at the Chennai race track on the 4-5 August, 2012. This motor sport was marked by several unique feats and incidents. 25 budding and promising racers who have been finalized following a rigorous and quality selection rounds have tested their debut participation in competitive automotive racing on Chennai track. The startling fact is that they were selected from an excess of 3000 aspiring registered

candidates. The EMR Exhibition Race lived up to the promise as a fun-filled and adrenaline-pumping Toyota motorsport event, and apart from the final 25 drivers who got involved in neck-to-neck battle to prove their driving supremacy, spectators were also able to catch a glimpse of the racing prowess of local and international racers.



Apart from the main racing, several other additional excitements marked the grand opening ceremony, such as Celebrity Races, Dealer/ Media Races, SUV Zone, Children's Learning Zone, and 'Design your EMR Car' to name a few. As icing on the cake, two world-renowned drivers were present there as special invitees. Akira Iida-ace Japanese driver and Ben Collins, formerly known as the Stig simply bowled over the motley gathering with their driving prowess in the EMR cars. Toyota's collaboration with Neo Sports to telecast every enthralling moment of the race hooked motor racing enthusiasts in the country on the weekend.

Commenting on the overwhelming response from young boys for EMR, Vikram

Kirloskar, Vice Chairman, Toyota Kirloskar Motor, said: “With EMR, we are happy to carry forward Toyota’s glorious global motorsport heritage. The overwhelming response we got for the EMR driver selection is a proof that today more and more Indian girls and boys are working towards a career in motorsport, and Toyota is looking forward to being a part of their training and growth in the sport.”

Sandeep Singh, Deputy Managing Director-Marketing, Toyota Kirloskar Motor, commenting on the significance of this competitive event, further added: “The Exhibition Race this weekend is one of our many efforts to take the Toyota Brand closer to its customers and motorsport enthusiasts. The EMR Exhibition Race will not only mark the debut of the final EMR driver line-up for 2012-’13 but is also a first-of-kind event for motorsport enthusiasts and their families with a host of activities on and off the race track...It has been an untiring journey so far, right from the Auto Expo in Delhi early this year, to 14 cities and 24 dealerships across the country to rigorous testing of the EMR cars that will be driven by our top 25 young drivers who have been chosen by a team of experts.”

### **A Brief Detail of the Special Guests Drivers:**

#### **Iida Akira**



Akira is the current Toyota Gazoo racing Director besides looking after several other roles including that of a driver and Super GT Class Lexus Team Kraft Director while being a judge of D1 Grand Prix. Akira also carries the role of the development driver for Lexus LFA. On the August 31, last year, he achieved a unique feat by clocking the quickest time in the LEXUS LFA at north course among mass production cars. Nürburgring.

## **Ben Collins**



Ben Collins (Stig fame) became the living benchmark of speed with his enviable performance against which all other drivers used to set their targets; Collins has driven cars in virtually every available class, from Formula 3 and Le Mans 24 Hour competition to American Stock Car Racing. He has also set up and currently managing Collins Autosport that producing precision drivers for Hollywood in the process, with Ben having just completed filming for Skyfall, the latest Bond movie due out in October. He has also starred in Nolan's Batman Trilogy, The Dark Knight Rises.

### **About Etios Motor Racing**

Further extending its global legacy of motorsports, the EMR tourney will be aided by the major engineering company in motorsport history – TRD (Toyota Racing Development), the corporate brand from the Toyota affiliate, Toyota Technocraft Co. Ltd. The EMR Series scheduled to be held in the second half next year will be structured on a single-make racing championship platform. The racing cars will be FIA qualified while racing accessories will be contributed by TRD, besides their

technical expertise will be roped in throughout the entire series.

Toyotawill also join hands with Indian motorsport giant, **Red Rooster Racing (International) Pvt., Ltd.** based in Bangalore, with Leelakrishnan, former racing and rallying champion at the helm.

The Official Partners for EMR 2012 are **MRF** – tyre manufacturer, **DENSO** – a Toyota affiliate that manufactures auto parts, **Savita** – sole distributor of Idemitsu Oil products in India, **BMC** – producers of air filters and **MapmyIndia**– providers of GPA navigation and online maps.

The Etios racing platform have several objectives to achieve, including promoting its superior technological prowess of the manufacturer and testing endurance levels of the Etios besides the ‘fun to drive’ aspect of the cars. Motor racing enthusiasts can hook up with the latest happenings in the Etios Motor Racing world via <http://www.facebook.com/ToyotaEtios>.

## **A Snapshot of the Driver Selection Process**

### **Camp 1**

In the initial phase, eligible 800 candidates were summoned to compete in four cities – Pune, Delhi, Kolkata and Bangalore. Experts and known names in the field of racing and rallying – Leelakrishnan, Farad Bhatena, Nawaz Sandhu, Karandeep Sandhu, Amittrajit Ghosh and Karna Kadur shortlisted 70 young drivers from the participants.

### **Camp 2**

In the second round, the 70 competitors went through an intense selection process. Individual training and judgment were arranged in this camp. Five top evaluators/ instructors from the field of motorsport – Leelakrishnan, Ram Narayan, Rahul Kantharaj, Karna Kadur and Anish Rathnam executed this grinding task quite

professionally. Participants' go-kart driving skills along with their consistency in lap times were given prime importance in the first two camps.

### **Camp 3**

40 drivers were selected for Camp 3 for and the final selection. They trained with the Etios Motor Racing cars. The extensive training session were organised over two days at the Madras race track (MMSC), which was coordinated by expert motorsport drivers. Finally 25 drivers (+10 reserves) were shortlisted after considering their performance and consistency in lap timings and fastest lap timings clocked by the competitors on the track.

### **Winners**

Waku-Doki News: winners of the 3 EMR Exhibition races held at the Madras Motor Race Track, Sriperumbudur, Chennai

#### **Race1**

1st: Diljith

2nd: Varun Anekar

3rd: Arjun Narendran

#### **Race2**

1st: Diljith

2nd: Akhil Rabindra

3rd: Arjun Narendran

#### **Race 3**

1st: Diljith

2nd: Binoy John Maddela

3rd: Arjun Narendran



## Toyota Car News



### [TMG GT86 Cup Launched For VLN Series](#)

Toyota Motorsport GmbH (TMG) has announced a new motorsport competition for 2013 based on the TMG GT86 CS-V3 race car called the TMG GT86 Cup.





### [Toyota, Honda on Top in 2012 JD Power Initial Quality Survey](#)

No surprises yet again in JD Power's Initial Quality Survey for cars built and sold in India, as Toyota, Honda and Maruti-Suzuki continue to maintain their high quality standards. It is testament to the Japanese manufacturing processes, which have seen these three brands consistently score highly among their customers.

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