

Shell Advance 7 Riding Wonders campaign ends on the winning route in India

2012-02-22

On 17th February 2012, Shell Advance visited Munnar, India with Italian competition winner Alessandro Donadello for a memorable ride along the newly crowned Ultimate Riding Wonder – the spectacular Coorg-Ooty-Munnar route.

The road from Coorg to Munnar via Ooty was selected from the top seven routes unveiled in a ceremony at the 2011 Shell Advance MotoGP after an extensive online voting campaign.

A panel of experts from Ducati, Dorna, Shell Advance and the Sepang International Circuit, as well as selected media from China, India and Indonesia, in Sepang, Malaysia led a discussion before voting on which route should be crowned the world's Ultimate Riding Wonder. The road from Coorg to Munnar in India was crowned for its outstanding beauty and variety of riding conditions.

The main focus of the trip to India was the visit to the Ultimate Riding Wonder, where the winner met up with Sandeep Gajjar. A professional rider, Mr Gajjar was in charge of the trip to experience the Coorg - Munnar road. The pair travelled along the route stopping on numerous occasions to take in the fantastic scenery and stretch their legs.

Mr Gajjar commented: *'It's been a great day today, what a pleasure to be able to ride such a great road on the ultimate Ducati touring bike – I only wish it could have been longer. I'm sure Alessandro enjoyed his time on the Ducati Multistrada and hope it is a memory that he will treasure forever.'*

On completing the ride, **Mr Donadello said:** *'That was one of the best times I have experienced on the road. India is such an amazing country and to experience it from the seat of a motorbike here in Munnar on the Ultimate Riding Wonder is a joy. Thank you so much to Shell Advance for this unbelievable journey. I will never forget this.'*

Nitin Prasad, Country Head, Shell Lubricants, India said: *'Visiting the Ultimate Riding Wonder with our winner has been a great excitement. I'm glad that our Alessandro has enjoyed himself'*

"As always, I must extend my thanks to Ducati who have been so supportive of the 7 Riding Wonders of the World campaign, but are also a key partner in the 2012 'Key to Freedom' campaign. I look forward to see the response from the Indian public as they take part in our competition to win a Ducati motorbike from Shell Advance."