

## India Route crowned the world's ultimate riding wonder

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The "Coorg to Munnar via Ooty" India route was crowned the world's ultimate riding wonder at the 2011 Shell Advance Malaysian Motorcycle Grand Prix.

After several months of searching, Shell Advance, the leading motorcycle lubricant brand, unveiled Coorg to Munnar via Ooty, India, as the world's ultimate Riding Wonder at an exclusive event held at the 2011 Shell Advance Malaysian Motorcycle Grand Prix.

In Sepang, Shell Advance guests joined 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 a discussion to decide which route would be crowned the world's ultimate Riding Wonder from the list of the top 7 Riding Wonders voted for by the public.

The panellists' votes were combined with the public votes from 8 countries to reveal Coorg to Munnar via Ooty, India as the winner. It received many public votes and was chosen by two of the seven panellists because of its varied scenery, mixture of mountain climbs, twisting corners and diverse wildlife along the route.

One lucky guest, Alessandro Donadello from Italy, also won the once-in-a-lifetime opportunity to visit India and the Ultimate Riding Wonder.

Tanmay Jaswal, Shell Advance Global Marketing Manager: "When Shell Advance launched the 7 Riding Wonders of the World campaign, we were asking biking enthusiasts to help us find the riding roads, tracks and routes around the world that best complement our ethos of Responsiveness, Control and Enjoyment.

We were overwhelmed with the response that we received and the results across all 22 routes were so close throughout the competition, but unfortunately there can only be one winner.

We would like to congratulate Alessandro on winning and look forward to giving them the chance to experience the world's ultimate Riding Wonder in India."

Panellist Nicky Hayden, Ducati Corse rider, said: "I'm really pleased that Coorg to Munnar via Ooty, India has been named the world's ultimate Riding Wonder. There are so many great rides out there and I love the tracks, but think it was a good choice"

Alessandro Donadello said, "I can't believe that I've won, I have never won anything in my life before. Thanks to Shell Advance I am here in Malaysia, and now my first trip to India it's like a dream come true. It will be a once-in-a-lifetime experience that I'll never forget!"

List of Campaign Winners from India :

1. Mr. Rajinder Kakkar, Delhi
2. Mr. Jayaram Peramanathan, Bangalore
3. Mr. Sanjay Ramkishan Kakani, Yavatmal
4. Mr. Jagdish Srikrishna, Indore
5. Mr. Vinod Kumar, Hoshiarpur
6. Mr. Dinesh Chowdhary, Hyderabad
7. Mr. Sanjeev Talwar, Delhi
8. Mr. Kamesh Talluri, Hyderabad