



Finale of Mitsubishi Cedia-The Great Driving Challenge held in Mumbai.

Mumbai, 17th August 2009: Mitsubishi Cedia Sports: The Great Driving Challenge' (TGDC) has come to a close in Mumbai. The three finalists who were driving the customised Mitsubishi Cedias' flagged-off from Atria Mall on 6th August 09 returned back to Mumbai today. The winner was announced by Mr. Y.V.S Vijay Kumar, Executive Vice-President & SBU Head, Chennai Car Plant, Hindustan Motors Ltd. at a glittering party held at Blue Frog.

Speaking on the occasion, Mr. Y.V.S Vijay Kumar said, "We have achieved through Mitsubishi Cedia Sports: The Great Driving Challenge what we had set to accomplish. Brand Mitsubishi Cedia has gained momentum due to this activity and we wish to take this activity forward. Cedia is a vehicle for people who are passionate about driving and this was evident as the applicants were passionately involved in this online activity."

The three finalists – One Foot Wild (Radhika & Bharath), Travel With a Couple – TwaC (Unny & Bindu) and IIM Outdoor (Namrata & Joseph) who had left on a twelve day driving challenge had posted blogs, uploaded pictures, video and shared their experiences daily with the rest of the world on <http://www.greatdrivingchallenge.com> and created their own fan clubs online.



Apart from short listing and selection of candidates, the winner was chosen by a panel of eminent jury consisting Mr. Adil Jal Darukhanawala, editor Zigwheels – the official media partner for the activity, Ms. Tanya Chaitanya, editor Femina and columnist Ms. Bachi Kakaria. Ernst & Young, the globally distinguished accounting and advisory firm validated the entire process.

The GDC website has received an overwhelming response. The buzz for the campaign began on 22nd June 09 and culminated on 17th July '09.

The highlights of the website are as follows:

- Campaign began on 22nd June 09
- Unique visitors: 6,99,393
- Total number of page views: 74,84,441
- Votes received: 3,15,637
- Facebook Fans: 910
- Total followers: Namrata & Joseph: 353
- Total followers: Bindhu & Unny: 250
- Total followers: Radhika & Bharat: 235
- Total Votes: Namrata & Joseph: 2117
- Total Votes: Bindhu & Unny: 1191
- Total Votes: Radhika & Bharat:535
- Sign-up and applications: 18396.
- Alexa India rank: 1088

HM-Mitsubishi Motors has generated a lot of interest in the potential Mitsubishi Cedia customers due to this first of its kind online marketing initiative.