



SkodaAuto India kicks off a month long wildlife adventure with the Yeti Right Of Way Expedition

30 days of thrilling adventure across 4 states, 3000 kms of unforgiving terrain, 17 scenic rivers, 5 glorious forests and endless miles of desert sands, the Yeti Right of Way Expedition promises to be an exhilarating experience

Mumbai, 13th December 2010: SkodaAuto India, a fully owned subsidiary of SkodaAuto a.s., Czech Republic and one of the most promising automobile companies in India flagged off **the Skoda Yeti Right of Way Expedition** a month long adventure in the remote and untested terrains of rural (wild forest) India. Flagging off from JMD Auto, Andheri East, Mumbai, on 13th December, 2010 was famed actor, director and producer **Luke Kenny** and wildlife enthusiastic and photographer **Mr. Nayan Khanolkar**.

The Yeti's first expedition will hit the roads in Mumbai and will travel to 5 different trails through the **the Gir Forests, Siana National Park, Desert National Park, Kanha National Park and the Corbett Park**.

The month long journey will host 15 winners who will traverse through 3000 kilometers of unforgiving terrain, 17 scenic rivers, 4 stunning mountain ranges, 5 glorious forests and endless miles of desert sands. The expedition will partner with National Geographic Channel and will also see renowned and celebrated photographer, Steve Winter in Delhi during the final leg of the expedition.

Speaking at the Flag off, **Luke Kenny** commented, "I am extremely excited to be part of such an adventurous and thrilling expedition. The journey promises a lot and Yeti is a fabulous SUV. The jungles of India with its diverse species and the sheer pleasure of driving the Yeti in this setting is an experience I am really looking forward to."

In addition, to the experience, the best photographs from the expedition will be shortlisted by world renowned photographer Steve Winter from NGC and be part of The Right of Way Expedition Calendar 2011.





About SkodaIndia: **Skoda** has been operating in India since November 2001 as a subsidiary of **SkodaAuto** a. s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe. It has set up a state-of-the-art manufacturing facility in Shendra near Aurangabad, Maharashtra. The facility is spread across 300,000 sq. mt. **SkodaIndia** has 3 models on sale in India – Skoda Superb, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **66 Dealerships** and **7 Boutique showrooms** across the country and has sold **over 96267 units** since November 2001.

For further information, please contact:

Skoda Corporate Communications

Denver Fonseca

Fonseca.Denver@skoda-auto.co.in

98194 47207

Perfect Relations

Aakash shah

ashah@perfectrelations.com

98191 82755

