

## WIAA, PCRA to organise Mumbai Car Mileage Rally on December 2nd 2007

*Trophy cash prizes of Rs. 1 lakh plus will be awarded to all the winners & 1 st Runners-up of the 3 categories as mentioned above*

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The Petroleum Conservation Research Association (PCRA), in association with Western India Automobile Association (WIAA), is organizing a "**Car Mileage Rally**" on December 2, 2007, in Mumbai. The Rally is supported by ONGC & co-sponsored by HPCL, BPCL & IOCL. **Shri Murli Deora**, Hon'ble Union Minister for Petroleum & Natural Gas will flag off the 65 Km Rally, which is being organized to encourage & spread the message of fuel conservation through good driving habits.

The Rally is open for Petrol Vehicles of the following categories: cars up to 1100cc, cars above 1300cc to 1600cc, & cars above 1601cc. Entries are open on first come first serve basis for the first 100 cars. (Right of entry reserved by WIAA). The assembly of the cars will be at Super Services (STNS) Private Limited, Car Park, 157, Behind Petroleum House, Near Mantralaya, Jeevan Bima Marg, Near HP Pump, Backbay Reclamation, Mumbai 400 005 on December 2, 2007 from 8am onwards.

In addition to Trophy cash prizes of Rs. 1 lakh plus will be awarded to all the winners & 1 st Runners-up of the 3 categories as mentioned above.

**Shri Ravi Capoor, ED, PCRA, said,** "In order to make people aware of the consequences of emission from the Fossil Fuels and its dangerous consequences like climate change and also in view of spiraling oil prices, which is now touching US\$100 per barrel, PCRA proposes to start a massive awareness campaign for efficient utilization of these fuels. One such effort to create this awareness is being made by PCRA in the form of organizing this Car Mileage Rally."

**Mr. Nitin Dossa, Executive Chairman, WIAA,** said, "The PCRA-WIAA Car Mileage Rally is an endeavour to emphasize the importance of fuel efficiency & conservation at a time when the number of vehicles on Mumbai's roads is constantly increasing. The presence of Shri Murli Deora, Hon'ble Union Minister for Petroleum & Natural Gas and the support of Petroleum Conservation Research Association demonstrates that the Government is supporting institutions such as WIAA to spread the message of energy conservation amongst people."

The deadline for the entries is 4:30 pm on November 28, 2007, and the entries could be submitted at Western India Automobile Association, 1 st Floor, Indian Merchants Chamber, Churchgate, Mumbai 400 020.

The briefing of the participants will take place on November 29, 2007

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