



The Trans-India Challenge

MEDIA INFORMATION

FOR IMMEDIATE RELEASE

The Route

The Trans-India challenge involves husband and wife team Alan and Pat Braithwaite who aim to complete a 5,600km (3,500 miles) circuit of India in a Morgan 3-Wheeler. The route will include urban, rural and highway roads.

Mumbai – Hyderabad – Kolkata – New Delhi – Mumbai

Starting at the Headquarters of the charity Goonj in Mumbai, the Trans-India Challenge Team plans to head East to the first stop in Hyderabad and then on to the coastal city of Machilipatnam, before following the Bay of Bengal all the way North to Kolkata, the second major halt for a chance to rest and regroup.

The Challenge then tracks North towards stop number three, through Patna and Lucknow to New Delhi. From there it's a final leg travelling South West, via Jaipur and Ahmedabad to return to Mumbai some 21 days after leaving the City.

Along the way, the Team will be stopping at towns and rural communities that have benefitted from Goonj's work and become a stakeholders in India's 'circular economy'.

The Logistics

As a logistics and supply chain specialist, Alan Braithwaite will be closely involved in the detail planning required for the Challenge. The Morgan will be shipped to Mumbai approximately one month in advance of the Challenge. A range of spare parts – including wheels, tyres, filters, belts and fuel pumps and lines - will also be shipped. These will be supplied by Morgan specialists, Krazy Horse, who sourced and prepared the Challenge vehicle.

Detailed route planning, support vehicles, food and accommodation will be managed by independent travel specialists, Pettitts Travel, from their Kent and Mumbai offices.

Once on the road, the Trans-India Challenge will be supported by a small team of mechanical, endurance driving, medical and video/media specialists.

For further information contact the Trans-India Challenge media office:

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Images and video clips are available by visiting: <http://www.transindiachallenge.com/media/>