

## **Get ready to race with LP Speed Challenge this summer!**

*Winner gets an all-expense-paid trip to Singapore!!*

12 May 2011

**Mumbai:** LP by Louis Philippe, a premium men's wear brand that stands for passion, racing and sport announces the action-packed 'LP Speed Challenge 2011'.

The lucky winner gets an all-expense-paid trip by LP to Singapore. The challenge was kicked off in Mumbai, through activation at The Oberoi Mall, Goregaon by B-town challengers – **Sharman Joshi, Ranvijay Singh and Rana Daggubati** who tried their hands on the thrilling game today.

### **LP Speed Challenge details**

- Customers who purchase LP merchandise worth Rs2,500 get a chance to be the part of LP Speed Challenge by playing a customised LP car racing game either online or at any of the LP stores across six cities  
(Please visit [www.louisphilippe.com](http://www.louisphilippe.com) for details)
- Top 20 racers (10 online and 10 offline) will be invited to Bengaluru for an on-ground karting event
- Winner of the karting event wins an all-expense-paid trip to Singapore.

Inspired by vintage motorsport, the LP collection has derived its color palette based on Daytona Beach races and the Monaco Grand Prix, reinforcing the feeling of racing, freedom and vibrancy.

*Are you ready for the LP Challenge?*

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