



29<sup>th</sup> January 2021

Nairobi, Kenya.

**Press Release: New Ownership of the East African Safari Classic**

Eighteen years after its launch, the East African Safari Classic team are delighted to announce new owners, new Management and a new direction for the world's greatest classic rally.

Subsequent to Minti Motorsport UK taking over the shareholding of the EASCR, they have appointed Lynn Tundo as Managing Director of the Classic. "Lynn comes from a family where rally is in the DNA. She was the first Lady Chairman of a motor club in Kenya and has organised numerous very successful rallies that embody the spirit of the Classic.", said Jeet Ghose, MD of Minti Motorsports. On appointment, Lynn said "The new team have a deep understanding of Classic Rallies as Management, entrants, officials and ultimately fans. The intent is to bring back the classic, embracing old-fashioned rallying values of camaraderie and fairness."

The Classic's immediate goals are attracting as many entrants as possible and Mrs Tundo announced the entry fee is an incredibly low \$8,000 for all-comers. "We've lowered the entry fee with the intent of making this rally as accessible as possible to all, and particularly encourage young teams to enter."

This year's regulations will be published on or before 1<sup>st</sup> February 2021 on the website and entrants will be able to apply online at the Classic website. [www.eastafricansafarirally.com](http://www.eastafricansafarirally.com)

Clerk of the Course for the third Classic running, Raju Chagger, said, "This will be a rally run for the drivers, rally fans and sponsors. The rally will be tough and as challenging as only African landscapes can be, but at the same time fun, transparent and honest."

Plans for the 2021 rally include new routes across gruelling terrain in Northern Kenya, bringing the rally to Baringo, Laikipia, and Nakuru. The world's greatest Classic Rally will begin in Naivasha on 1<sup>st</sup> November and end in Mombasa on 9<sup>th</sup> November covering almost 5,000km of the most challenging roads in Kenya.

Alongside the current management team of Pipi Renu and Darshna Shah we welcome:

- Tash Tundo who joins as Marketing Manager
- Chantal Young who joins as Client Manager

Minti Motorsports is a family run company owned by Jeet Ghose, son of rally enthusiast Joey Ghose. Jeet Ghose brings with him the experience of managing various businesses across East Africa and the Middle East. Having grown up a fan of rallying, he is excited to be involved in the EACSR and looking forward to reenergising the event.

**Ends.**

### **About the East African Safari Classic Rally**

First run in 2003, the legendary East African Safari Classic Rally is a nine-day rally covering up to 5,000 kilometres through Kenya. Safari Classic rekindles the spirit of the original Safari Rally, which put East Africa on the motorsport map and earned an unassailable reputation as the world's toughest rally.

Previous winners of the Classic include legends of Motor Sport including the late Björn Waldegård, Ian Duncan, Stig Blomqvist, Rob Collinge and Carl Tundo.

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