



TRADING PLACES

Eight 'unofficial' experts test drive the Skoda Rapid. And write about it too.

A FEW MONTHS back, Skoda India launched its Unofficial Expert Contest in association with Autocar India. The idea was simple — contestants had to 'like' Skoda India's fan page on Facebook to enter the contest.

To have a shot at the prize, entrants had to demonstrate their knowledge of cars and what makes a great automotive review. They could submit an article or blog post they had written or even a video they had created.

Up for grabs was a prize that almost every automotive enthusiast's dreams are made of — a chance to test drive a brand-new car, the Skoda Rapid, visit the Skoda production line at the VW factory, and write an expert car review for Autocar India magazine.

The judges shortlisted 15 from the hundreds of entrants, whom Autocar experts interviewed to decide on the eight winning lucky car buffs.

The eight lucky winners were flown to Mumbai and put up at a five-star hotel. They also drove four new Rapids to the Skoda facility at Chakan, near Pune. Joining them on the road trip was Autocar India's very own expert, Ouseph Chacko, who gave them pointers about what to look for on a test drive and how to write a comprehensive review.

At Chakan, the winners received a guided tour of the sprawling Skoda facility before driving back to Mumbai to talk about all things automotive with Ouseph over dinner. Armed with their findings from the test drive and pointers from Ouseph, our Unofficial Experts got down to the task at hand.

So what's it like when enthusiastic readers like yourself step into our shoes, test drive the brand-new Skoda Rapid and then write out an expert car review for Autocar India? Well, here are some of the winning entries...