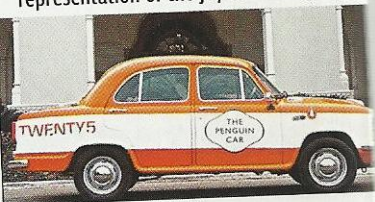


# An Amby for Penguin

■ PENGUIN Publishers has chosen the Ambassador as its celebratory mascot to mark the 25th anniversary of Penguin India. This customised Ambassador, in the iconic Penguin striped design with the TWENTY5 logo on its sides, is Penguin India's brand ambassador and an apt visual representation of the joy of reading.



The car's interiors have been tastefully customised in beige leather. The car carries a collection of the 25th anniversary special Popular Penguins, a series of books specially published to celebrate this momentous occasion. Aptly attired for Penguin India's celebrations, the Ambassador will visit bookstores and literary festivals around the country through the year. Having started its literary sojourn from the Jaipur Literature Festival recently, the car has made its way to the national capital and is expected to be present at the World Book Fair.