

Ambassador drives through as 25th anniversary mascot for Penguin India, Topix, February 10

Both Penguin India and Hindustan Motors -Ambassador have been two brands which has stood the test of time in the country. Both have come together to celebrate the 25th anniversary of Penguin India. A customized Ambassador with a penguin striped design and TWENTY5 logo on its sides will take to Indian roads to spread the awareness and joy of reading.

The cars interiors will be done up in beige leather and will be loaded with a special collection of 25th anniversary Popular Penguin series in order to celebrate this great milestone of Penguin India. The decorated Ambassador will visit various bookstores and literary festivals across India throughout 2012 and has already commenced these rounds from the recent literary fest held in Jaipur.



It will now take prime precedence at the World Book Fair to be held in Delhi on February 25th before it travels to other metros and spread the message of inculcating the habit of reading as it brings together authors, literary personalities and book lovers from all over India.

<http://www.topix.com/in/rajasthan/2012/02/ambassador-drives-through-as-25th-anniversary-mascot-for-penguin-india>