

Amby mascot on anniversary, The Telegraph, February 16

A car ubiquitous on roads has joined hands with an imprint ubiquitous on bookshelves. Penguin India will celebrate its 25th anniversary with the Ambassador as its mascot.

“The Ambassador is a classic icon that epitomises India and there is no better way to celebrate our 25 years in India than use something classic,” said a Penguin India spokesperson from Delhi.

Hindustan Motors, which makes Ambassadors, was delighted with Penguin’s choice. “It is the coming together of two icons. We have been reared on Penguin books and the same thing can be said about the Ambassador. Penguin has now turned it into a knowledge vehicle,” said an HM spokesperson in Calcutta.

An Ambassador has been customised in the iconic Penguin “stripey” design with the anniversary celebration logo, Twenty5, on its sides. “It is Penguin India’s brand ambassador and an apt visual representation of the joy of reading. A visual treat, book lovers would instantly recognise the classics-inspired design on India’s very own classic, the Ambassador from Hindustan Motors,” said the Penguin spokesperson.



The car’s interiors too have been customised in beige leather. It will carry a collection of the 25th anniversary special Popular Penguins, a series of books specially published to celebrate the occasion. “Our anniversary special 25 Popular Penguins are the best-loved titles from Penguin India. They have been re-jacketed in the popular Penguin design,” said the spokesperson.

Among the Popular Penguins are Tagore’s Gitanjali, Amartya Sen’s The Argumentative Indian, the English translation of Sankar’s Chowringhee, Sunil Khilnani’s The Idea of India, Gurcharan Das’s Difficulty of Being Good, Ruskin Bond’s The Room on the Roof, Amitav Ghosh’s In an Antique Land and Vikram Chandra’s Red Earth and Pouring Rain.

The Penguin car will be at all Penguin events, ferrying authors and also travelling to different cities. “On our 25th anniversary, we are taking the Spring Fever Festival (a 10-day open library event with music and reading sessions to encourage reading) to different cities, including Calcutta. The car will also be taken to bookstores and literary festivals around the country through the year. Having started its journey at the Jaipur Literature Festival recently, the car has made its way to Delhi for the World Book Fair.”

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