



BBC Uses Ambassador In Forthcoming Documentary – Zimbio, May 26, 2011

The 25-day shooting for the British Broadcasting Corporation's forthcoming documentary 'India on Wheels' culminated with shots of the Hindustan Motors-Mitsubishi plant at Tiruvallur near Chennai. Anchored by famous BBC journalist Justin Rowlatt, who is popularly known as the 'Ethical Man' for his BBC Newsnight show and his environment-friendly lifestyle, the 5700-km journey for the documentary had started from Delhi. Justin bought a 1996 model of Hindustan Motors' Ambassador car without power steering and air conditioning facilities for the arduous route which took him across Uttar Pradesh, Bihar, West Bengal, Orissa, Andhra Pradesh and Tamil Nadu. The documentary will be telecast on BBC World Service and its subsidiary channels in September 2011.

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