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GOMANTAK TIMES

## Ambassador car rally to begin from Goa today

**PANAJI:** As many as two dozen robust Ambassador cars would be roaring across the Western Ghat mountain range crossing tough and diverse terrain of Goa, Karnataka, Tamil Nadu and Kerala as part of the two-week Karma Enduro Charity Challenge Rally 2010, beginning from, today, November two.

Karma Enduro rally will be held in two spells, both using Ambassadors only. The first phase will begin from Goa on November two and end at Kumarakom in Kerala on November 13.

### WHEELS FOR CHARITY

The second phase, sporting 20 Ambassadors, will start on November 23 and end on December three, taking the same route.

On November two, the participants will conduct a 50-km warm-up ride around Colva in Goa. The actual rally will start from Baywatch Resort, Colva, Goa on November three and touch Karwar, Murdeshwar, Kalasa, Madikeri and Mysore in Karnataka, Masinagudi and Kodai in Tamil Nadu and Munnar and Kumarakom in Kerala.

Rajiv Saxena, General Manager (Corporate Com-

munications) of Hindustan Motors, speaking to UNI, said that UK-based social enterprise Global Enduro, which runs many spectacular adventure fund-raising events across the globe, has once again chosen only Hindustan Motors' Ambassador for the arduous rally. Twenty-four Ambassador Grand (2.0 litre diesel DSZ) with front split seat, air-conditioning and power steering will be driven across 2000 km through high mountains, wild and remote tiger reserves, tribal forest areas and hectic city traffic by around 50 foreigners.

"The Karma Enduro rally is not a car rally in the conventional sense of the term. It is not a race and there are no prizes for coming first or last. By signing up for Karma Enduro, the participants are able to generate significant funding for two charities - the Rainbow Trust Children's Charity, UK, and Adventure Ashram, India," he said.

Up till last count, that is, October 20, the foreign participants had raised 2,30,000 pounds (Rs 1.61 crore) to be split between Rainbow Trust and Adventure Ashram. While majority of the participants are from the UK there are also some from New Zealand, South Africa, US and Canada. *uw*