

## Hindustan Motors 2000-km car rally



Kolkata Hindustan Motors, the oldest carmaker in India, has announced that 24 Ambassador cars will be traversing through the Western Ghat mountain range crossing the terrains of Goa, Karnataka, Tamil Nadu and Kerala as part of the two-week Karma Enduro Charity Challenge Rally 2010, beginning November 1. 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 rally. It is to be mentioned that 24 Ambassador Grand (2.0 litre diesel DSZ) with front split seat, air-conditioning and power steering will be driven across 2,000 km through mountains, tiger reserves, tribal forest areas and also city roads. Karma Enduro rally will be held in two spells, both using Ambassadors only. The first phase will begin from Goa on November 2 and end at Kumarakom in Kerala on November 13. The second phase sporting 20 Ambassadors will start on November 23 and end on December 3. The rally will touch Goa; Karwar, Murdeshwar, Kalasa, Madikeri and Mysore in Karnataka; Masinagudi and Kodai in Tamil Nadu; and Munnar and Kumarakom in Kerala. Manoj Jha, Managing Director of Hindustan Motors' Limited, observed, "The selection of our Ambassador for the tough rally is a global endorsement of its reliability, sturdiness and suitability for all kinds of Indian roads. The roominess the car provides is unparalleled in its segment. Maintenance costs too are the lowest. I can say without hesitation that the iconic Ambassador understands India the best." Jha informed that Hindustan Motors will be launching several new variants in the next 12 to 18 months, beginning December 2010. A retro-style modern Ambassador will be introduced towards the end of 2011. "HM has undertaken a journey of transformation and the results will be there for all to see within a few months," Mr. Jha asserted. The company, in its official release, has maintained that the Karma Enduro rally is not a car rally in the conventional sense of the term as 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. While Rainbow Trust helps families that have a child with life threatening or terminal illness, Adventure Ashram helps the poorest of the poor people on or near the routes Karma Enduro takes through India to achieve higher standards of living through better health and education. So far (October 20, 2010), the participants have raised 230,000 GBP (Rs. 1, 61, 00, 000) 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, USA and Canada.

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