



## Hindustan Motors and a 2000-km Car Rally from Goa, Gaadi, November 02

More than 24 Ambassador Cars would be roaring across the Western Ghats crossing tough terrains of Goa, Karnataka, Tamil Nadu and Kerala during the next 10 ays as a part of the Karma Enduro Charity Challenge Rally, 2011. The Rally was flagged off from Colva 8:30am, on November 2, 2011. UK based social enterprise Global Enduro, which also runs many adventure fund-raising events across the globe, chose Hindustan Motors' Ambassador for this gruelling Rally. The Ambassador Grand, with 2.0 litre diesel DSZ engine, air conditioning, power steering and other features will be taken through 2000kms. of high mountains, wildlife sanctuaries, tiger reserves, remote tribal areas and urban traffic zones.



The Karma Enduro rally would be held in two spells, both of which would see the Ambassador handling the duties. The first Karma Enduro rally which began today from Goa will subsequently end at Kumarakom in Kerala on November 11. The second phase, sporting the same Ambassadors, will start once again from Colva, Goa, on November 23 and finally culminate at Kumarakom on December 2. Starting today, the rally will pass through Karwar, Murdeshwar, Kalasa, Madikeri and Mysore in Karnataka, Masinagudi and Kodai in Tamil Nadu, Munnar and Kumarakom in Kerala.



This time, the 50+ participants, majority of whom are from the UK with a sprinkling from Italy, Germany, Ireland, Switzerland, Philippines and Australia, have so far raised Rs. 2 (two) crore to be split largely between the two charities. A similar amount is expected to be raised by November 23 when the second spell of the rally will be launched again from Goa with a new set of foreign participants. Last year, part of the funds raised by the rally participants was donated also to Unicef and Pain & Palliative Care, Kozhikode.

<http://www.gaadi.com/blog/blog-2163-hindustan-motors-and-a-2000-km-car-rally-from-go>