

WHEEL MANIA

Hindustan Motor's Ambassadors in a 2000-km Kaarma Enduro Charity car rally launched from Goa, WheelOMania, November 02

UK-based social enterprise Global Enduro, which runs many spectacular adventure fund-raising events across the globe, once again chose only Hindustan Motors Ambassador for the arduous rally. The Ambassador Grand (2.0 litre diesel DSZ) with air-conditioning, power steering and other features will be driven across 2000 kms through high mountains, wildlife sanctuaries, tiger reserves, remote tribal areas and hectic urban traffic zones.

The Karma Enduro Rally will be held in two spells and in both of which only iconic Ambassadors will be driven. The first phase that started from Colva on 02nd of November will conclude at Kumarakom on 11th of November in Kerala, while the 2nd phase sporting same models will begin on 23rd of November from Goa, and will end on 2nd of December at Kumarakom.



Having started from Goa today, the rally will pass through Karwar, Murdeshwar, Kalasa, Madikeri and Mysore in Karnataka, Masinagudi and Kodai in Tamil Nadu, and Munnar and Kumarakom in Kerala. 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, participants are able to generate 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 rally takes through South India, to achieve higher standards of living through better health and education.

Mr. Manoj Jha, Hindustan Motors Limited Managing Director said that the repeated selection of their Ambassador vehicles is a global endorsement of its suitability, reliability and



sturdiness for all types of terrains and Indian roads.

Mr. Alessandro Vigilante, a 37-year old Italian works as telecom marketing executive in London. Mark Wilcox, a management consultant and his wife Kath, a teacher have joined this rally for the



reason that funds produced will help provide education to those who aren't fortunate.

This time, the 50 plus participants, majority of whom are from the UK with a sprinkling from Italy, Germany, Ireland, Switzerland, Philippines and Australia, have so far raised Rs. 2crore to be split largely between the two charities. A similar amount is also expected to be raised during second phase of the rally.

<http://www.wheelomania.com/2011/11/hindustan-motors-ambassadors-in-2000-km.html>