



Hindustan Motors becomes a part of 2000-km car rally in the South

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Hindustan Motors' 2 dozen Ambassador cars will be seen hitting the Western Ghat mountain range covering the rugged and the diverse land of Karnataka, Goa, Kerala and Tamil Nadu. All these cars will be participating in the 2 week Karma Enduro Charity Challenge Rally 2010 which begins on November 1, 2010. Global Enduro is a UK based social enterprise that organizes numerous interesting fund-raising events all over the world. Once again, it has selected Hindustan Motors' Ambassador for this grand rally. Twenty-four Hindustan motors Ambassador Grand 2000 DSZ will be driven over 2000 km through various interesting and daring terrain. These models have got front split seat, power steering and air-conditioning system. Mr. Manoj Jha, the Managing Director of Hindustan Motors' Limited commented that the selection of the Ambassador models for this tough rally is a global symbol for the product's reliability as well as suitability for all types of roads of India.

Mr. Jha also said that Hindustan Motors will soon be introducing few new products in the coming 12 to 18 months, from December 2010. Towards the end of the year 2011, a retro-style modern Ambassador will be launched. He emphasized that Hindustan Motors has gone through a phase of transformation and the consequences would be there for everybody to watch within the coming few months. The Karma Enduro rally does not denote a car rally in the conventional sense. It doesn't involve any kind of race and also, there are no prizes for standing first or last. When the participants sign up for Karma Enduro, they are able to create important funding for two charities viz the Rainbow Trust Children's Charity, UK, and Adventure Ashram, India.

This Karma Enduro rally will be organized in two phases. Both phases will use the Ambassadors only. The first phase will start from Goa on 2nd of November and it will end at Kumarakom in Kerala on 13th of November. The second phase of the rally, having 20 Ambassadors will begin on 23rd of November and it will come to an end on

3rd of December. This rally will be covering Karwar, Goa, Kalasa, Murdeshwar, Karnataka's Madikeri, Mysore, Tamil Nadu's Masinagudi and Kodai and Kerala's Munnar and Kumarakom.

<http://www.cardekho.com/india-car-news/hindustan-motors-becomes-a-part-of-2000km-car-rally-in-the-south-2919.htm>