



Hindustan Motors charity car rally, Zig Wheels, November 02

Over 24 Ambassadors will be starting from Goa and traveling across Western Ghats during the next 10 days as a part of Karma Enduro Charity Challenge Rally 2011.

UK-based social enterprise, Global Enduro, which runs many fund raising adventure events across the globe, went ahead with Hindustan Motors for the Karma Enduro Charity Challenge Rally 2011. Over two dozen ambassadors will travel across the Western Ghats from Goa to Kerela via Karnataka and Tamilnadu over the next 10 days. The Ambys will driver over 2000 kilometers of mountains, wildlife sanctuaries, tiger reserves, remote tribal areas and cities.



The rally, which would be held in two legs would end in Kumarakom, Karnataka with the first leg ending on November 11 starting today and the second starting on November 23 and end on December 2 this year. The main motive behind the rally is to raise funds for two charities, the Rainbow Trust Children's Charity in UK, which helps in treatment children with life threatening situation and Adventure Ashram in India, which helps the underprivileged to achieve higher standards of living through better health and education.

More than fifty participants have joined in, most from UK, and the rest from Italy, Germany, Ireland, Switzerland, Phillipines and Australia who have raised Rs. 2 crores so far. Manoj

Jha, Managing Director, Hindustan Motors Ltd. said, "The repeated selection of our Ambassador for the tough rally is a global endorsement of its reliability, sturdiness and suitability for all kinds of Indian roads and terrains. 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."



Alexandro Vigilante, an Italian working for a telecom firm in UK added, "Formula One racing is as much about champagne spraying as it is about risking one's life. However, a charity car rally is all about giving people a better life." The participation fees per person is £ 3750, but there is no limit to what can be given over an above as the same would go to charitable institutions. In 2010, a part of the funds raised by the rally participants was also donated to Unicef and Pain & Palliative Care, Kozhikode.

<http://www.zigwheels.com/news-features/news/hindustan-motors-charity-car-rally/10370/1>