

## Penguin India chooses Hindustan Motors' iconic Ambassador as its 25th anniversary mascot, Vehiclepassion, February 08

---



Penguin, the world famous publishing house, has chosen the most apt mascot for the 25th anniversary of its Indian branch, our very own Ambassador car. The Ambassador car, which commands immense respect in Indian hearts, has been a sign of class and stature since quite some time and Penguin India have not let this pass their notice. The mascot car has been customized and is exhibiting the logo of Penguin with a TWENTY5 logo on both its sides. It has been designed keeping the Indian readers in mind and will not fail to attract all kind of books lovers with its classical Indian touch. This car, launched by Hindustan Motors, is a symbol of prestige and also of heritage.



### ***Profile of Penguin-Ambassador***

It represents the long standing dominance of this publication house in the market. This specially designed vehicle will be visiting all the literary festivals around the country and will carry a series of books which have been published specially to commemorate this special occasion and achievement of Penguin.

This car has started its epic journey from the literary festival being held at Jaipur and is making its way to the capital. It is expected to make its presence felt at the world book fair on February 25. This customized Ambassador will travel across many other metro cities and meet many eminent authors and other important personalities who have made their contribution in this field.

### ***Penguin Classics ensconced in the backseat of Penguin-Ambassador***

One can simply say that our very own Ambassador which once made us proud with its class in its youth is now trying to spread knowledge around the country.



<http://www.vehiclepassion.com/2012/02/08/penguin-chooses-ambassador-as-its-mascot/>