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## Ambassador is Penguin's 25th anniversary mascot, Rediff.com, February 08.

It is indeed a meeting of two icons!

Publishing house Penguin has chosen Ambassador car as its celebratory mascot to mark the 25th anniversary of Penguin India.



This customised Ambassador flaunts the iconic Penguin stripey design with the TWENTY5 logo on its sides.

The car's interiors have been tastefully designed too in beige leather.

The car carries a collection of the 25th anniversary special Popular Penguins, a series of books published to celebrate the occasion.

The Ambassador will visit bookstores and literary festivals around the country throughout the year.

The car started its literary sojourn from Jaipur Literature Festival recently and made its way to New Delhi.



The car is expected to be present at the World Book Fair to be held in New Delhi on February 25.

The car will travel to other metros as part of Penguin India's festivities.

One can follow the Penguin-Ambassador in its journey this year and celebrate the joy of reading at [www.penguinindia25.com](http://www.penguinindia25.com)



<http://www.rediff.com/business/slide-show/slide-show-1-auto-ambassador-is-penguins-25th-anniversary-mascot/20120208.htm>