

# **BURN YOUR FUEL**

## **The Legendary Ambassador in 2000 km Charity Rally, Burn Your Fuel, November 02**

You love the Western Ghats and have an Ambassador? Then make sure you are part of the 2011 Karma Enduro 2000 km Charity rally Challenge which was flagged off from Colva today at 8.30 a.m. For the next 10 days the participants and the legendary ambassador which once escorted the President will take on the terrains off Goa, Karnataka, Tamil Nadu and Kerala.

This adventurous and fund raising rally was fired-up by UK-based social enterprise Global Enduro, a company known for organizing adventurous fund raising events across the globe. Lets not forget with all this action happening that Hindustan Motors' Ambassador was their only choice for this rally. The Ambassador which will be taking on the wildlife sanctuaries, remote tribal areas, high mountain ranges and urban bustling traffic zones will be a Ambassador Grand (2.0 litre diesel DSZ). The 2000-km rally will raise Rs. 4 crore for various charities in India and the United Kingdom. A great humanitarian event by Hindustan Motors & Global Enduro.



Karma Enduro rally will be held in two spells in both of which only the iconic Ambassadors will be used. The first phase, which began from Goa today, will end at Kumarakom in Kerala on November 11. The second phase, sporting the same Ambassadors, will start again from Colva, Goa, on November 23 and culminate at Kumarakom on December 2.

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 significant 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.

This time, the 50+ participants, majority of whom are from the UK with a sprinkling from Italy, Germany, Ireland, Switzerland, Philippines and Australia, have so far raised Rs. 2 (two) crore to be split largely between the two charities. A similar amount is expected to be raised by November 23 when the second spell of the rally will be launched again from Goa with a new set of foreign participants. Last year, part of the funds raised by the rally participants was donated also to Unicef and Pain & Palliative Care, Kozhikode.

In a statement issued on the launch of the Karma Enduro rally, Managing Director of Hindustan Motors Limited, Mr. Manoj Jha, observed, "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."



No wonder then that Patrick Head, who owns the renowned Formula One team Williams, participated in the charity rally last year (2010). Another wonder: though the participation fee is 3750 British Pounds per person, one of the participants chose to donate 70,000 (seventy thousand) pounds last year. Charity as fast as cars, indeed!

Participants' views

"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," commented Alessandro

Vigilante as he inspected India's iconic car Ambassador which he and his father will be driving for 10 days in the Karma Enduro Charity Rally 2011 which was launched from Colva, Goa today (November 2, 2011).

The 37-year-old Alessandro is an Italian working as a telecom marketing executive in London. But age is no bar to wisdom. And that is what has prompted him and 50 other foreigners to participate in the first phase of Karma Enduro charity car rally which will witness only Ambassadors roaring across the toughest of terrains.

<http://www.burnyourfuel.com/news/car-news/the-legendary-ambassador-in-2000-km-charity-rally-33905>