



Ambassador is Penguin India's 25th Anniversary Mascot, Carzy, February 08



Penguin India, country's largest and very popular publishing house is celebrating its 25th anniversary and to mark the accomplishment, the brand has selected the iconic Indian car ambassador as its mascot. The very graceful car Ambassador is customized in a beautiful stripes pattern with the TWENTY5 logo placed at the sides. The lovely iconic vehicle significantly flaunts the joy of reading in a fine visualized designing with penguins crafted in the logo.

Ambassador from Hindustan Motors is India's very admirable car and the wonderful TWENTY5 logo simply represents the classics. Also the cabins are especially customized with influencing designing in beige leather plus the attractive car carries a series of specially published books of the 25th anniversary special Popular Penguins, to celebrate the prestigious event.

Most importantly the Ambassador will cover and visit the bookstores and literary festivals across the country in 2012. The uniquely decorated car has already commenced its journey from Jaipur Literature Festival recently held last month in January. Also the Ambassador, a mascot of Penguin India's 25th Anniversary, will be present at the World Book Fair being launched in Delhi on 25th of February.

<http://www.carzy.co.in/blog/car-news/ambassador-penguin-indias-25th-anniversary-mascot.html/>