

## Ambassador stars in BBC documentary

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### Hindustan Motors' iconic car Ambassador Stars in British Broadcasting Corporation's documentary 'India on Wheels'

Journalist Justin Rowlett, who is popularly known as 'Ethical Man' for his BBC Newsnight show, takes a cross-country trip starting from Delhi, in a 1996 Ambassador (without a power steering and an air conditioner). The trip that started in Delhi, for 'India on Wheels', concluded at the Hindustan Motors-Mitsubishi plant in Chennai. After starting from the Capital, Justin crossed Uttar Pradesh, Bihar, West Bengal, Orissa, Andhra Pradesh and finally Tamil Nadu. After the 5700km long journey the BBC journalist said, "Ambassador is indeed an iconic car and represents the spirit of India. Its robust built, ruggedness and suitability for India's uneven and difficult roads instill a sense of confidence in the driver. I too felt very safe as I drove such a long distance in a 16-year-old Ambassador, facing just minor and easily manageable hiccups. The Amby has real character; it has become a friend." The fact that the 16-year old car completed the journey without any hiccups speaks oodles about its reliability over the years. This documentary will be telecast in September 2011 on BBC World Service and its subsidiary channels.



Hindustan Motors has been producing the Ambassador since 1948 and is the company's flagship four-door sedan. The car is based on the Morris Oxford III which was first made from 1946-1959 by Morris Motor Company, UK. The Ambassador comes in 1.5, 1.8 and 2.0-litre options and is a vehicle which is very close to Indians. It has seen 63-years of production and is still going strong.

<http://www.zigwheels.com/news-features/news/ambassador-stars-in-bbc-documentary/8618/1>