



HM Puts Its Foot Forward In 2000-KM Charity Car Rally Started From Goa, Indian Drives, November 02

More than 20 Ambassador Cars will be driving across Western Ghats peak range crossing diverse and rough terrains of Kerala, Goa, Tamil Nadu and Karnataka during next 10 days as a part of 2011 Karma Enduro Charity Challenge Rally, which was started from Goa at 8.30 a.m. today. Global Enduro, a United Kingdom based company that runs most extravagant fund raising adventure events all over the world, once again chose Hindustan Motors Ambassador for this difficult rally. The Ambassador Grand powered by 2.0 liter diesel engine comes equipped with power steering, air conditioning and plenty of other features. It will be driven across 2000 kilometers through hectic urban traffic zones, high peaks, remote tribal areas, wildlife sanctuaries and tiger reserves.



The Karma Enduro Rally will be held in two spells and in both of which only iconic Ambassadors will be driven. The first phase that started from Colva today will conclude at Kumarakom on 11th of November in Kerala, while the 2nd phase sporting same models will begin on 23rd of November from Goa, and will end on 2nd of December at Kumarakom. Starting from Colva, Goa, the Charity Challenge Rally will pass via Karwar, Mysore,

Murdeshwar, Madikeri and Kalasa in Karnataka, Kumarakom and Munnar in Kerala and Kodai and Masinagudi in Tamil Nadu. This particular Rally is not a car race or car rally and there are no prizes for coming last or first. By joining Karma Enduro, the contenders are able to produce important funding for two charities, which include Adventure Ashram situated in India and Rainbow Trust Children's Charity located in United Kingdom.



In Karma Enduro Rally, there are more than 50 participants, majority of them are from United Kingdom with sprinkling from Australia, Italy, Philippines, Germany, Switzerland and Ireland; so, far raised Rs. 20 million to be distributed between two charities. Mr. Manoj Jha, Hindustan Motors Limited Managing Director said that the repeated selection of their Ambassador vehicles is a global endorsement of its suitability, reliability and sturdiness for all types of terrains and Indian roads. Mr. Alessandro Vigilante, a 37-year old Italian works as telecom marketing executive in London. Mark Wilcox, a management consultant and his wife Kath, a teacher have joined this rally for the reason that funds produced will help provide education to those who aren't fortunate.

Mr. Alessandro Vigilante said that he finds the Ambassador car more engaging and enjoyable to drive. He also claimed that it is quite tough and strong. Ambassador is different from other European vehicles and is considered as one of the ultimate driving machines engineered for Indian roads. The smooth power steering and powerful air conditioning of Ambassador kept Mr. Alessandro Senior in good humour.

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