

HM Ambassador Goes Rallying

November 2, 2010



HM Ambassadors will touch Goa; Karwar, Murdeshwar, Kalasa, Madikeri and Mysore in Karnataka; Masinagudi and Kodai in Tamil Nadu; and Munnar and Kumarakom in Kerala as part of the two-week Karma Enduro Charity Challenge Rally 2010. Twenty-four Ambassador Grand (2.0 litre diesel DSZ) with front split seat, air-conditioning and power steering will be driven across 2000 km through high mountains, wild and remote tiger reserves, tribal forest areas and hectic city traffic. Karma Enduro rally will be held in two spells, both using Ambassadors only. The first phase will begin from Goa on November 2 and end at Kumarakom in Kerala on November 13. The second phase sporting 20 Ambassadors will start on November 23 and end on December 3.

The 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, the 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 takes through India to achieve higher standards of living through better health and education.

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