



Iconic Ambassador is now Penguin India's mascot, Gaadi, February 13

Ambassador, the good old reliable icon of class and power, was recently chosen by globally renowned publishing house Penguin as its celebratory mascot to mark the 25th anniversary of Penguin India.

The customized Ambassador, painted in the iconic Penguin stripey design with the TWENTY5 logo on its sides creates the visual representation of the joy of reading. The classic car from Hindustan Motors has been painted in colors inspired from classics printed by Penguin. The interiors have been customized in beige leather and the car carries 25th anniversary special edition books from the publisher.



The painted Ambassador started its journey from Jaipur Literature Festival recently and has reached capital where it will expectedly present at the World Book Fair, which will start in Delhi from February 25. The car will travel across the major metros in India as a part of Penguin India's festivities which will include many eminent authors and literary personalities. The Ambassador will also give a visit to bookstores and literary festivals around the country through the year.

<http://www.gaadi.com/blog/blog-2297-Iconic Ambassador is now Penguin India's mascot>