

If you see an orange and cream Ambassador, 'Follow the Penguin': This car boot space is filled with books, Rushlane, January 25



Whenever one thinks of Hindustan Motors' Ambassador, the reference is usually to the black and white days of yesteryears. If you see an old world orange and cream Ambassador going by your city streets, you should know what its cargo holds. While there's loads of paraphernalia, what's most endearing is that this unique Amby is filled with books.

The orange and cream Ambassador is amongst Penguin India's mascots for their year-long 25th anniversary celebrations. While touring pan India, the car will have its own theme song. Quite appropriately it goes along with the theme, 'Follow the Penguin.'

For starters, the unique colored Ambassador will take a stand at every literary event around you. Parked with a trunk full of books, does sound fabulous. This novel 'Follow the Penguin' journey was flagged off in Jaipur last Saturday amidst the literary festival. While most may feel a joy once they see the Penguin car, for those who spend a good part of their loves immersed in books, the journey will always be a continual one.

<http://www.rushlane.com/if-you-see-an-orange-and-cream-ambassador-follow-the-penguin-this-car-boot-space-is-filled-with-books-1227490.html>