

Penguin India Makes Ambassador Its 25th Anniversary Global Mascot, Clubauto, February 09



Globally renowned publishing house Penguin has chosen India's iconic car Ambassador as its celebratory mascot to mark the 25th anniversary of Penguin India. This customized Ambassador, in the iconic Penguin stripey design with the TWENTY5 logo on its sides, is Penguin India's brand ambassador and apt visual representation of the joy of reading.

The car's interiors have been customized in beige leather. The car carries a collection of the 25th anniversary special Popular Penguins, a series of books specially published to celebrate this momentous occasion.

[http://www.clubauto.in/c/blog/view/591/Penguin India makes Ambassador its 25th Anniversary global mascot](http://www.clubauto.in/c/blog/view/591/Penguin%20India%20makes%20Ambassador%20its%2025th%20Anniversary%20global%20mascot)