



Penguin India makes Ambassador its 25th anniversary mascot, Burnyourfuel, February 12

Penguin, globally renowned publishing house has recently chosen India's iconic [car](#) Ambassador as its celebratory mascot to mark the 25th anniversary of Penguin India. The Ambassador is customized to offer the iconic Penguin stripy design with the TWENTY5 logo in its sides, is Penguin India's brand ambassador and apt visual representation of the joy of reading.

A visual treat, book lovers would instantly recognize the classics inspired design on India's very own classic, the Ambassador from



[Hindustan Motors](#). The car's interiors have been tastefully customized too 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.

Aptly attired for Penguin India's celebrations, the Ambassador will visit bookstores and literary festivals around the country through the year. Having started its literary sojourn from the prestigious Jaipur Literature Festival recently, the car has made its way to the national capital and is expected to be present at the World Book Fair being launched in Delhi on February 25. The car will travel to other major metros as part of Penguin India's festivities which will involve eminent authors and literary personalities. Ambassador has thus been transformed into, so to say, a knowledge vehicle for book lovers across the country.

What more can a book lover ask for! Don't you just want to drive this iconic, sophisticated and cool classic?

One can follow the Penguin-Ambassador in its journey this year and celebrate the joy of reading at www.penguinindia25.com

Penguin Ambassador Pictures:



<http://www.burnyourfuel.com/news/car-news/penguin-india-ambassador-25th-anniversary-mascot/>