

FCA India organises Drive Cool Camp for its customers this summer

~ Fiat's Drive Cool Camp will be conducted across dealerships nation-wide ~

~ Discounts of up to 10% on spare parts and 10% on labour will be offered ~

~ AC disinfectant treatment and free car check-up along with free car top wash will also be offered ~

Mumbai, April 8th, 2016: FIAT Chrysler Automobiles India will be organizing a Drive Cool Campaign for all Fiat customers at exclusive dealerships nationwide. This activation will mainly focus on keeping air-conditioning units functioning at their best. Fiat Drive Cool Campaign will aim to reach out to a wide base of customers across the nation.

The privileged customers of FIAT will enjoy a variety of benefits through the Drive Cool Campaign. FCA India will be offering special **discounts on spare parts** along with special discounts on **reverse parking sensors, free car check-up, free top wash and 10% discount on labour (only on mechanical repairs)**.

Speaking about the initiative, **Mr. Kevin Flynn, President and Managing Director, FIAT Chrysler Automobiles India Operations** said, *"The Drive Cool camp is a part of our extensive strategy to connect Fiat owners to the brand and also an effort to strengthen our relationship with our valuable customers. This camp is a step towards our efforts to enhance customer engagement. We are committed to provide world class products and services to our customers and 100% customer satisfaction remains our constant endeavour."*

Fiat Drive Cool Camp will be held across regions on the following dates:

Region	Dates
South	11 th – 16 th April 2016
North & East	18 th – 23 rd April 2016
West	25 th – 30 th April 2016

Fiat dealership executives will contact existing customers through text messages and e-mails to inform them about the Drive Cool camp. FCA India will also be promoting the Drive Cool camp through Facebook and Twitter.

Facebook – [facebook.com/flat.india](https://www.facebook.com/flat.india) / Twitter – [@FiatIndia](https://twitter.com/FiatIndia)

The unique benefits offered by FCA India are:

- 10% discount on spare parts to the customers (Only on Mechanical Repairs)
- 10% Discount on labour to the Customers (Only on Mechanical Repairs)
- Exclusive sales offer – customers can avail benefits up to **Rs. 35,000/-** and free insurance before April 15th (T&C applied)
- Rs. 638/- off on reverse parking sensors for Linea & Punto
- Free Car Check-up

About Fiat Chrysler Automobiles

Fiat Chrysler Automobiles (FCA) designs, engineers, manufactures, distributes and sells vehicles under the Abarth, Alfa Romeo, Chrysler, Dodge, Fiat, Fiat Professional, Jeep, Lancia, Ram, SRT brands as well as luxury cars under the Maserati brands.

FCA also operates in the components sector, through Magneti, Marelli and Teksid, and in the production systems sector, through Comau and in after-sales services and products under the Mopar brand name. In addition, the Group provides retail and dealer finance, leasing and rental services in support of the car business through subsidiaries, joint ventures and commercial agreements with specialized financing services providers.

FCA is an international auto group engaged in industrial activities in the automotive sector through companies located in 40 countries and has commercial relationships with customers in approximately 150 countries.

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