

Fiat Chrysler Automobiles India organises nationwide loyalty camp for its customers

~ Fiat loyalty camp will be conducted across dealerships from 9th to 12th March ~

~ Discounts up to 15% on spare parts and 10% on labour along with free car check-up and free car top wash will also be offered ~

Mumbai, March 7, 2016: FIAT Chrysler Automobiles India will be organizing a nationwide loyalty camp for all Fiat customers at exclusive dealerships from March 9th - 12th. This four day long activation will mainly focus on long-standing Fiat customers. Fiat loyalty camp will aim to reach out to a wide base of customers located across India.

The privileged customers of FIAT will enjoy a variety of benefits through the Fiat loyalty camps. FCA India will be offering special **discounts on spare parts** along with **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 year 2016 marks an important year for FCA India as we foresee interesting times ahead in our long term goal to widen our existing customer base in India and retain existing Fiat consumer. The nationwide Fiat Loyalty Camps is not only a part of our extensive strategy to connect Fiat owners to the brand but also an effort to strengthen our relationship with our valuable customers. We are committed to provide world class products and services to our customers here and 100% customer satisfaction remains our constant endeavour.”*

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

The unique benefits offered by FCA India are:

- 15% discount on cars more than three years old and 5% discount on cars less than three years old on spare parts
- 10% Discount on labour to the Customers (Only on Mechanical Repairs)
- Exclusive March sales offer – get benefits of up to Rs. 1.25 lakh (T&C applied)
- Free Car Check-up
- Free top wash



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.

For more information please contact:

Marius D'Lima

Head – Corporate Communications,

Fiat Chrysler Automobiles, India Operations

+91 - 98201 29889

E-mail ID: marius.dlima@fcagroup.com

Website: www.fiat-india.com

Akshat Jain

Senior Image Manager

Perfect Relations Pvt Ltd

+91 9920210948

akshatj@perfectrelations.com

[Twitter- @akshatkiller](https://twitter.com/akshatkiller)