



**Press Release**

**For immediate dissemination**

**Fiat steps up the momentum in India**

~ Unveils 4 new cars donning its new logo and launches its 1.3 multijet engine in India ~

**New Delhi, January 09, 2008:** Fiat India Automobiles Pvt Ltd, today unveiled its proposed offerings for the Indian market, at the Auto Expo 2008, in New Delhi. The range of internationally successful models includes Linea, Grande Punto, Fiat 500 and Bravo. Linea, one of Fiat's recent launches led the line-up of other cars with the Fiat Palio, which was introduced with the much-awaited, world-class, 1.3 multijet diesel engine. These cars will be marketed through joint Tata-Fiat dealers spread across the country.

Fiat India Automobiles Pvt Ltd, a Joint Venture between Fiat and Tata Motors, will manufacture Linea and Grande Punto at its Ranjangaon plant in India, while the Fiat 500(Cinquecento) and the Bravo are being considered to be imported as completely built units (CBUs).The year 2008 will see Fiat commence the build-up of the re-establishment of the brand in India.

Linea, the C three box saloon, made its debut at the Istanbul Motor Show a little over a year ago, after which it has met with great success in all the markets where it has been introduced. An elegantly functional car, with a strong Italian imprint, it will be equipped with features found in higher segment cars. The launch of the Linea and other new cars will be supported with the augmentation of the Tata-Fiat dealership network from its current total of 65 outlets to more than 100 eventually.

Speaking on the occasion Mr. Alfredo Altavilla, CEO of Fiat Powertrain Technologies, Senior Vice President Business Development of Fiat Group Automobiles and Vice-Chairman, Fiat India Automobiles Pvt Ltd, said, "Fiat, as a company has undergone a transformation and revitalized itself in the past few years. The change in the logo is in line with this transformation, that is being implemented globally and now in India as well. The Joint Venture with Tata Motors and the building of a state-of-the-art manufacturing plant at Ranjangaon in Maharashtra are important steps in this process. Moving forward Fiat will introduce its internationally successful cars in India

constituting a product mix of cars manufactured locally in India and imported CBUs whenever feasible. Our commitment to India will continue and we would want to be a part of India's growth story. The Indian market offers a large opportunity and we believe there is immense potential for our products. We aim to develop India into one of our leading markets in sync with Fiat's international image- as a leading maker of premium and stylish cars."

The Ranjangaon plant, the Industrial Joint Venture between Fiat and Tata Motors, will see a combined investment of Rs. 4000 crores( €650 million) from both partners. The Ranjangaon facilities are expected to exceed an overall output of 100,000 cars and 200,000 engines and transmissions. Apart from Fiat branded cars, the plant will also manufacture next generation Tata cars. Both, the Linea and the Grande Punto will be rolled out from this plant later this year, while the plant is currently producing Palio.

Mr. Rajeev Kapoor, the President and CEO, FIAPL, added while unveiling the Linea that, "Linea was recently launched in the European market and has received great response. The car is the winner of the 'AUTOBEST 2008' award, which has representatives from 15 European countries. This car will spearhead Fiat's entry into India and will be manufactured with a high percentage of localization. It will be launched in the third quarter of FY08-09."

#### **On display from Fiat:**

- **Fiat 500(Cinquecento)**

**Fiat 500**, a neo-retro car, recently won the title '**Car of the Year 2008**' in Europe. It is a classic example of Italian design and, in Europe, has already become a best-seller.

- **Fiat Bravo**

A sporty and stylish 5-door hatchback, Bravo, is powered with a 1.9 multijet engine developing 150hp. Both the Bravo and 500 are planned to be made available in India as CBUs.

- **Grande Punto**

Planned for manufacture in India, the car won the title '**Carro Do Anno 2008**' (car of the year) in Brazil in November 2007 and is amongst the European bestsellers in its class.

- **1.3 Multijet Engine Palio**

**1.3 Multijet version** of the Fiat Palio, manufactured at the Ranjangaon plant, will be launched in the first quarter.

Fiat's new logo is designed to convey Fiat's ongoing change, a sign of the past re-written in a modern key, which is particularly representative of Fiat today, a brand which is focused towards the challenges of the future, but also proud of its historical identity. The new ruby red underlines Fiat's aggressive spirit.

### **About Fiat Automobiles India Pvt Ltd:**

**Fiat India Automobiles Private Limited (FIAPL)** is a 50-50 Industrial Joint Venture between **Fiat Group Automobiles S. p. A., (Fiat)** and **Tata Motors Limited (Tata)** originally incorporated on January 02, 1997. The company employs about 650 employees and is located at Ranjangaon in the Pune District of Maharashtra. The definitive agreement of the Joint Venture was signed in October 11, 2007. The board of directors for this company comprises of five nominees each from Fiat and Tata.

The state-of-the-art facility at Ranjangaon, which is owned by FIAPL is capable of producing 100,000 cars and 200,000 engines, besides aggregates and components. The company plans to double the production capacity for both car units and engines in the next few years. Currently manufacturing the Palio Stile 1.1 and 1.6 models, premium Fiat cars such as the Grande Punto and Linea are expected to roll out soon in the B and C segment from the facility within 2008. The facility will also manufacture Fiat's successful 1.3 litre Multijet diesel engines and 1.2 & 1.4 litre Fire gasoline engine and the C549 transmission, evolution for the Indian market of the European C510: start of production of all powertrains is foreseen by first quarter 2008. Apart from Fiat cars, the facility will also produce Tata passenger and next generation cars with investment exceeding € 650 Million. The plant is expected to provide direct and indirect employment to more than 4,000 people.

Fiat, which holds a 50% stake in the Company, also owns and controls five internationally renowned brands:- Fiat Automobiles, Alfa Romeo Automobiles, Lancia Automobiles, Abarth and Fiat Professional, the makers of renowned cars such as the Ferrari, Maserati, Alfa Romeo and Lancia besides the Fiat branded cars.

Tata Motors Limited, the other partner to the Joint Venture, is the largest automobile company in India, with revenues of Rs. 32,426 crores (USD 7.2 billion) in 2006-07. It is the leader in commercial vehicles in every segment and the second largest in the passenger vehicles market with winning products in the compact, mid-size car and utility vehicle segments. The company is the world's fifth largest medium and heavy commercial vehicle manufacturer and the world's second largest medium and heavy bus manufacturer.

For more information, visit: [www.fiatautopress.com](http://www.fiatautopress.com); [www.fiat.com](http://www.fiat.com); [www.lancia.com](http://www.lancia.com); [www.alfaromeo.com](http://www.alfaromeo.com); [www.abarth.com](http://www.abarth.com); [www.fiatprofessional.com](http://www.fiatprofessional.com)

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