



PRESS RELEASE

For immediate dissemination

FIAT India launches Linea 2012 and Punto 2012

~Redefines class and luxury in the premium sedan and hatchback segment~

New Delhi, January 03, 2012: FIAT India Automobiles today showcased the next generation 2012 Linea and 2012 Punto. The Company is ready to redefine performance and luxury benchmark in these segments. With its assortment of best-in-class features the new vehicles are the epitome of Italian design and ingenuity.

The FIAT Linea **1.3 ADVANCED MULTIJET DIESEL** and **1.4 FIRE PETROL** and the FIAT Punto **1.2 FIRE Petrol**, **1.4 FIRE Petrol** and **1.3 MULTIJET Diesel** are loaded with innovative and exciting features and are set to delight its customers. The car sets new standards by introducing a bouquet of features in terms of performance, safety, comfort, ride and handling and in- car infotainment. Through its path breaking innovation and upgradation the cars are a true reflection of FIAT's commitment towards the Indian consumers. The elegant and performance oriented 2012 Linea and sporty and sturdy 2012 Punto are available in new, exciting and vibrant colour- **Oceanic Blue** along with the previous range of colours such as **Fox Trot Azure, Tuscan Wine, Sunbeam Beige and Exotica Red.**

Highlights: Model Year 2012 range

- Fully refreshed interiors with new interior theme colours and an all new exterior colour i.e, Oceanic Blue
- Bringing segment first features for Linea – Rain sensing wipers & auto switch on/off headlamps,(continuing the past tradition of being the first to bring innovative features to the segment e.g., Blue & Me and MY Car)

- More features & equipment across the range with much higher value to the customer at every price point
- Significant Quality improvements on key attributes like ground clearance, air conditioning and NVH for diesel versions

FIAT Linea 2012

The FIAT Linea 2012 has been introduced with a host of all-new exciting features which are certain to delight customers. The excitement is expected to increase as it patrons are set to experience a complete new variety of equipments with an integrated audio system from base version, Auto AC, ABS with EBD, alloy wheels, airbags and 'Blue and Me' infotainment starting from the mid version onwards. It also has an improved segment best ground clearance of 185 mm with a powerful and improved AC. The new Linea luxury diesel version provides nothing less than leather seats with chrome interiors and 16" alloy wheels. The new segment features include rain sensors and auto switch on/off head lamps. Giving Linea a premium touch with its refreshing interiors is the new light beige theme, comprising of fabric seats and floor carpet, dashboard and door trims. The improved fuel efficiency for the Linea 1.3 ADVANCED MULTIJET DIESEL is 20.4 and for 1.4 FIRE PETROL is 14.6.

FIAT Punto 2012

Power and style truly personify FIAT Punto 2012 that is now available with an enhanced ground clearance (Punto 1.2- 195 mm and Punto 1.4 and 1.3 - 185 mm). The base variant features comprise of an integrated audio system and central locking along with front power windows making it the only premium hatchback with such rich content in the entry version. The introduction of new bright grey interiors, fabric seats, carpeted flooring and door trims is sure to leave its customers astonished. A dual tone dashboard now adorns the entire range. The improved fuel efficiency for the Punto 1.2 FIRE Petrol is 15.2, for 1.4 FIRE Petrol is 14.6 and for 1.3 MULTIJET Diesel it is 20.3.

The good news continues even with the pricing, with the cars being available in different variants at a special introductory period price.

Ex-showroom Delhi:

Variant	Norms	Fuel Type	Engine CC	ESP - Delhi
Punto Active	BSIV	Petrol	1.2	481279
Punto Dynamic	BSIV	Petrol	1.2	504284
Punto Emotion	BSIV	Petrol	1.4	654318
Punto Active	BSIV	Diesel	1.3	548294
Punto Dynamic	BSIV	Diesel	1.3	611307
Punto Emotion	BSIV	Diesel	1.3	671324
Linea Active	BSIV	Petrol	1.4	683832
Linea Dynamic	BSIV	Petrol	1.4	780855
Linea Active	BSIV	Diesel	1.3	783854
Linea Dynamic	BSIV	Diesel	1.3	883878
Linea Emotion	BSIV	Diesel	1.3	918888

Speaking on the launch of 2012 Linea and Punto, **Mr. Rajeev Kapoor, President & CEO, FIAT India Automobiles Ltd** said, *“At FIAT it is our constant endeavor to provide customers with newer and better cars with timely upgradation in comfort and technology. Since customer satisfaction is of utmost importance, we continuously look at ways to provide better value through our cars. With the launch of 2012 Linea and Punto this year our customer can enjoy an experience which is delightful and uniquely FIAT”*

Highlights

LINEA 2012

- New range with more equipment
 - Radio in all versions
 - Airbag and Blue & Me in mid version, Auto AC, ABS with EBD, alloy wheels
- New loaded luxury Diesel version with leather seats, chrome interiors and 16" alloys
- New innovative features like:
 - Rain sensing wipers
 - Auto on/off headlamps
- Refreshed interiors:
 - New light beige interior theme seat fabric, dashboard & door trims, floor carpet, seatbelts
- New External Colour
 - Oceanic Blue
- Segment best Ground Clearance
- Improved AC
- Power Window with delay feature
- Improved NVH for Diesel versions

Highlights

PUNTO 2012

- Base variant (Active) equipped with additional features
 - Integrated audio system & central locking
- Only car in the segment to offer an integrated audio system on the base variant
- Improved class leading ground clearance
- New 'bright grey' interiors
 - Seat fabric
 - Carpets
 - Door trims
- Dual tone dashboard on the entire range
- New External Colour
 - Oceanic Blue

About FIAT India Automobiles Ltd:

FIAT India Automobiles Limited (FIAL) 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 2252 blue & white collar 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 FIAL, a joint venture company, is capable of producing 200,000 cars and 350,000 engines, besides 300,000 parts & accessories. Currently manufacturing the Palio Stile, Linea and the Grande Punto. The facility also manufactures FIAT's successful 1.3 litre Multijet diesel engines and 1.2 & 1.4 litre Fire gasoline engine. Apart from FIAT cars, the facility also produces next generation Tata passenger cars. The investment in this Ranjangaon facility already exceeds € 650 Million. The plant provides direct and indirect employment to more than 4,000 people.

For more information, visit: www.FIAT-india.com

About FIAT Group:

Established in 1899, FIAT is one of the world's major industrial groups. With operations in over 190 countries, the Group has 203 plants, 118 research centers, 633 companies and more than 198,000 employees. One of the founders of the global automotive industry, right from inception FIAT pursued a two-pronged development strategy: penetration into foreign markets and focus on innovation. This focus on innovation is evidenced by the technical quality of its products and the adoption of cutting-edge industrial and organizational systems.

The Group's business is carried out through several operating Sectors: FIAT Group Automobiles (FIAT, Lancia, Alfa Romeo and Abarth brands), Maserati and Ferrari (luxury sports cars), CNH (agricultural and construction equipment), Iveco (trucks and commercial vehicles), FIAT Powertrain Technologies (engines and transmissions), Magneti Marelli (automotive components), Teksid (engine blocks, cylinder heads and other components), Comau (automated production systems) and Itedi (publishing & communications).

For more information, visit: www.FIATautopress.com; www.FIAT.com; www.lancia.com; www.alfaromeo.com; www.abarth.com ; www.FIATprofessional.com

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