



Fiat set to raise the style quotient of Pantaloons Femina Miss India 2010

- Fiat announces the Fiat Linea as the grand prize for the three winners of Pantaloons Femina Miss India 2010

Mumbai, 23 April 2010: Fiat India today announced that the classy Fiat Linea is the grand prize for the three finalists of Pantaloons Femina Miss India 2010 (PFMI 2010). With this exciting addition to the pageant, the winners of PFMI 2010 can now aim to take a significant step towards becoming the new style icons of the country.

The surprise announcement was made when the 18 finalists were on a photo shoot at Bharati Automobiles, Fiat's dealer showroom in Jogeshwari, Mumbai. Upon hearing of the grand prize, the jubilation amongst the finalists knew no bounds. With an elegant Fiat Linea up for grabs, the PFMI 2010 finalists will be further motivated to take the crown home.

Pantaloons Femina Miss India 2010 has always been one of the most prestigious pageants for models across the country. The Fiat Linea, with its classy looks, now makes for the perfect companion for the winners of PFMI 2010 as they represent their country on the international stage.

Speaking on the announcement, **Mr. Rajeev Kapoor, President & CEO, Fiat India** said, "Fiat as a brand has always been associated with style and class. Through this association with Pantaloons Femina Miss India 2010, we are further enhancing our positioning in the Indian market. The Fiat Linea, known for its elegant and classy looks, will go a significant way in increasing the style factor of the three winners of PFMI 2010. We are very excited to be working with a beauty pageant of such high regard and look forward to having many such associations in the future."

Through Fiat's association with PFMI 2010, this year's pageant looks to become more stylish than ever.

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 2775 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 300,000 engines, besides 300,000 parts & accessories. Currently manufacturing the Palio Stile 1.1, 1.6 models, Linea and now 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 will also produce Tata passenger and next generation cars with investment exceeding € 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

About Tata Motors Ltd:

Tata Motors Limited, the other partner to the Joint Venture, is India's largest automobile company, with revenues of US\$ 8.8 billion in 2007-08. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand and Spain. Among them is Jaguar Land Rover, a business comprising the two iconic British brands. It also has a strategic alliance with Fiat. With over 4 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top three in passenger vehicles. It is also the world's fourth largest truck manufacturer and the second largest bus manufacturer. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia and South America

For more information, visit: www.tatamotors.com

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