

PRESS RELEASE

500 smiles welcome the Fiat 500 to India

Fiat launches its iconic car '500' in India at a glittering function in Mumbai

Mumbai, 18 July, 2008: The much awaited, 500, arrived in India accompanied by a celebration in true Italian style. A select few were witness to this celebration at the Taj Land's End in Mumbai where the who's who of the city congregated to welcome the arrival of the 'new Fiat'. Cinquecento, as the car is known in Italian, was originally designed by *Dante Giocosa* and was launched in 1957 in Turin. Exactly, fifty years after its original launch the new Fiat 500 was introduced last year in Turin amidst much fanfare that spread across several cities in Italy. The car which was then launched all over Europe including Berlin and London has not taken too long to drive to India. A little over a year's wait and the icon of Italian style has announced its arrival to one of the fastest growing economies of the world.

Launched in the late 50's, the car changed the concept of city car in the world and immediately became part of the collective memory of all Italians who associate the 500 with *la dolce vita* or the sweet life. The re-launch of the car has triggered nostalgia in Italy. But, it is more than nostalgia that the Fiat 500 has to offer to its customers. The engines of the new 500 are Euro 5 ready and the car itself is the best in its class on safety parameters with 5 star EuroNCAP safety rating. The car has been conferred with the title of 'Car of the Year 2008' in Europe and was also voted as one of the safest cars. The celebration of Fiat 500 was attended by top Fiat and Tata Motors officials along with the movers and shakers of Mumbai who signify the combination of success and style.

Speaking at the launch, Mr. Rajeev Kapoor, CEO, Fiat India Automobiles Pvt Ltd, said, "The launch of the Fiat 500 fits perfectly in the Indian context as the company is going through the process of transformation. We are confident that this car, with it's stylish looks, economical consumption figures, exceptional safety features and green credentials, will win a place in everyone's hearts."

The evening was compered by Mansi Scott and made special by percussionist Taufiq Qureshi and contemporary dancer Isha Shravani who all delivered performances befitting the car. The highpoint of the evening was the creation of a first-of-its-kind artistic impression using the Fiat 500 as a paintbrush on a 40x40 feet canvas. This unique painting was created by Jayesh Sachdev an upcoming modern artist who was inspired by the creativity and expression that embodies the Fiat 500. The car will be available in two trim levels– Lounge and Sport and will be powered by the 1.3 multijet engine capable of generating 75bhp of power. The car will be equipped with "Blue & Me" the voice activated in-car communication system and infotainment. Fiat 500 will be available through the imported CBU (completely built unit) route and the company will facilitate the import of the car to the customer. Fiat has also made the provision of customizing the car to ensure the exclusivity of every Fiat 500. The launch of the 500 is the ideal pre-cursor to the introduction of the other much-awaited Fiat cars such as Bravo, Linea and the Grande Punto in the Indian market.

In the first phase the Fiat 500 will be sold & distributed by Tatamotors through the new Fiat dealer network in six cities (Mumbai, Delhi, Bangalore, Hyderabad, Chandigarh and Pune). The car will be made available in eleven colours (Bossa Nova White, Jive Blue, Breakfast Grey, Mod Blue, Crossover Black, Ye Ye Green, Calypso Orange, Cha Cha Cha Azure, Pasodoble Red, Tropicalia Yellow, and Punk Grey)

The car will be priced at Rs.14,82,500 (ex-showrooms Delhi).

With the 500, fiat smiles at the future.

New Fiat network:

The Fiat 500 will be retailed through select dealerships situated in the key markets of Mumbai, Delhi, Bangalore, Hyderabad, Pune and Chandigarh-Mohali. These dealerships have been upgraded with internal as well as external Brand Identity Elements that project the new face of Fiat in the market.

At these dealerships, along with the new Fiat red logo, customers can expect an ambience that boasts of a global, contemporary outlook. Dealerships have been remodelled with modern concepts like an elegant minimalist layout, brand neutral surfaces, friendly and inviting waiting areas etc. The dealership exteriors too have been upgraded to give high visibility through contemporary design, illumination and layout.

For the convenience of our discerning customers who may wish to appreciate the Fiat 500 first hand, the vehicles will be on display at these select dealerships. These new Fiat dealerships are part of the dual dealership arrangement with Tata Motors and are equipped to display and execute all commercial as well as after-sales support requirements for the Fiat 500.

500- A worldwide icon:

After its launch in 1957 in the centre of Turin, Fiat 500 was engraved in the collective memory of all Italians who associate the Fiat 500 with cherished memories. The new Fiat 500 is also in the same league with its design and features nor has Fiat left any stone unturned in creating an icon of a car with its innovative launches. The car was launched in a grand manner in Turin, Italy at the Po river last year and the launch was celebrated simultaneously in several cities across Italy. The car was later launched in the Berlin underground and on the London eye in UK. The multiple launches of the car have been 500% unconventional.

Features:

The car will be available in India in two equal value trim levels- Lounge and Sport which will both sport the 1.3 multijet engine capable of generating 75hp.

Common to Lounge and Sport:

- Automatic air conditioner
- Blue & me
- ABS anti-lock braking with EBD
- Remote central locking

- Seven airbags
- Body coloured Electric drive door mirrors with defrost
- Height adjustable driver's seat
- Seat-back pockets
- Height adjustable steering wheel
- Radio with MP3-compatible CD player and 6 speakers
- Front passenger under-seat stowage
- Dual drive electric power steering
- Folding rear seat
- Follow Me Home headlights
- Trip computer
- Front / rear fog lamps

Lounge:

In addition to the common specification, Lounge adds:

- Leather steering wheel with Blue&Me controls
- 15" alloy wheel
- Exterior chrome trim
- Glass roof (fixed)
- Passenger seat storage

Sport:

In addition to the common specification, Sport adds:

- Sporty leather steering wheel with Blue&Me controls
- Sports seat
- 15" sports alloy wheels
- Dark tinted rear windows
- Spoiler

About Fiat India Automobiles Private Limited

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 1500 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 200,000 cars and 300,000 engines, besides aggregates and components. Currently manufacturing the Palio Stile 1.1 & 1.6 petrol models and the 1.3 Multijet diesel, soon premium Fiat cars such as the Linea and Grande Punto are expected to roll out in the B and C segment from the facility within 2008 and early 2009. Completely built units of the Fiat 500 & Bravo will be imported & sold which will add to the product portfolio in India. The facility will also manufacture 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 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 Light Commercial Vehicles, 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 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. (www.tatamotors.com)

For more information, visit:

www.fiatautopress.com

www.fiat.com; www.lancia.com

www.alfaromeo.com

www.abarth.com

www.fiatprofessional.com

For more information, please contact:

Marius D'lima

Head – Corporate Communications

Fiat India Automobiles Pvt. Ltd.

Tel : +91 98201 29889

Email: marius.d'lima@fiat.com

Aman Hashmat

Senior Image Manager

Perfect Relations

Mob: - 9870488005

E-mail: - ahashmat@perfectrelations.com

Sachin Bhandary

Associate Image Manager

Perfect Relations

Mob: - 9819954815

E-mail: - sbhandary@perfectrelations.com