



## **FIAT LAUNCHES THE STYLISH ALL NEW LINEA**

**The car will shortly grace the Indian roads and will be available in both Multi Jet diesel and Fire petrol engine versions**

**Mumbai, January 14, 2009:** Fiat India Automobiles Ltd today entered a new chapter in India with the launch of the Linea which is expected to raise the bar for sedans available in the country. Fiat expects to redefine customer expectations through the car which rides on its success across multiple markets in the world. The numerous awards won by the car are a testimony to the satisfaction it has delivered to multitude of customers. The car designed by the Fiat Style centre in Turin will go on to become Fiat's flagship product in India. The company announced that both the diesel & petrol version of the car are being launched.

The Linea represents a quantum leap as far as quality, safety and engineering are concerned. The car is expected to create a new sub-segment between the mid-sized cars and the luxury cars segment due to its unique design, comfortability, performance and features. Linea was first launched in Turkey & is presently sold in more than 50 countries across Europe, Asia, Central & South America and Africa. Besides Turkey, the Linea is produced in Brazil and now in India. It will also be manufactured in Russia in the near future. The launch of the Linea marks a big leap forward for Fiat in India, and embodies the company's new philosophy in India, aimed at bringing its activities and services up to the maximum levels of performance. The recognitions for Linea include 'AUTOBEST 2008' in Europe which confirms the excellent welcome that it has received in that part of the world and "The Most interesting Car" at the Auto Motor Show in Katowice, Poland.

Speaking on the occasion **Mr. Rajeev Kapoor, CEO, Fiat India Automobiles Ltd** said, "Fiat has kept its promise of making this an exciting year for its customers. Launch of the

Linea is first in the line of three launches that Fiat will undertake this year, the other two being Bravo and Grande Punto. With this car which is equipped with Fiat's world-renowned *multijet* and the fire engine we hope to make inroads in the **C+** segment. We have also ensured that the Linea appeals to a wide range of customers with its petrol and diesel variants and the various options available under each of them. The car has met with strong success across the world and although Linea has been designed with a strong Italian style, we have also taken into consideration local Indian taste and requirements and have incorporated this into the Indian Linea. ”

The FIRE (Fully Integrated Robotized Engine) will power the petrol version of the Linea, and the diesel version will be equipped with the Advanced New Generation *MULTIJET* engine. This sedan stands out in terms of original style, functionality and drivability, in addition to offering a very competitive price/content ratio. To begin with, the car will be retailed through a select 70 Tata-Fiat dealer outlets spread across the country.

The new generation *multijet* engine also boasts of higher peak performance with unparalleled power and torque outputs. This enables a fine balance of performance, refinement & fuel economy. Both the variants will be further supported with two option packs, one each on petrol & diesel top end variants mainly comprising of *Dual Front Airbags* and *Blue & Me* feature as standard. *Blue & Me* is the voice interactive device developed by Fiat along with Microsoft that offers an additional voice interface for the on board music system and can be linked to a personal mobile for communicating through the car's audio unit & speakers.

The car will be manufactured at the Ranjangaon plant near Pune and is the first major launch after the company introduced the *Palio Stile Multijet* last year. The car is being launched across India through an aggressive communication campaign through Print & Television.

The three basic versions would be known as *Active, Dynamic & Emotion* with similar set of features for both variants. The Linea will be available in 4 colors at the time of the launch, *Flamenco Red, Minimal Grey, Perla Champagne and Hip Hop Black*.

The car will be competitively priced at:

<b>PETROL</b>					
<b>City</b>	<b>Linea Active</b>	<b>Linea Dynamic</b>	<b>Linea Dynamic Pk</b>	<b>Linea Emotion</b>	<b>Linea Emotion Pk</b>
<b>DELHI</b>	598,967	629,972	657,978	669,980	698,984
<b>MUMBAI</b>	617,940	649,846	678,664	691,015	720,862

<b>DIESEL</b>					
<b>City</b>	<b>Linea Active</b>	<b>Linea Dynamic</b>	<b>Linea Dynamic Pk</b>	<b>Linea Emotion</b>	<b>Linea Emotion Pk</b>
<b>DELHI</b>	688,983	718,989	746,993	756,996	810,004
<b>MUMBAI</b>	710,570	741,447	770,266	780,558	835,105

The Tata-Fiat dealer network will ensure easy availability of the car and satisfactory after-sales service for its owners. The car will be retailed by Tata-Fiat dealer network providing 100 sales outlets & workshop across the country by mid-2009. Eventually, this number will be more than 125 by year end, which will provide an even stronger geographical reach for the car.

### **Style:**

Fiat Linea bears a strong European character with an Italian lineage. Certain visible design cues like the long sloping hood merging into a protruding front grill, escorted by prominent yet stylish headlamps are normally seen only in high end sports cars. The exceptional design expertise offers Fiat Linea the most stylish exteriors that make it compete with the cars from the higher segment for being the best-looking set of wheels.

### **Comfort & Safety:**

The great design capabilities go beyond the impressive exteriors and equip the car with a luxurious cabin designed to offer maximum comfort for the front & rear passengers. Comfortable seating with ample amount of legroom, rear hat tray with collapsible sunscreen & exclusive features like the rear knee level & foot level AC vents are some design features that makes the car an object of desire. Further, the emotion variant comes with safety features including ABS with EBD and Dual front airbags with pretensioners & load limiters on front seatbelts.

## **Engineering:**

Fiat has had a long tradition of engineering variety of cars for all diverse automotive needs. Beginning from most popular city cars like the Uno and the Palio, to the high end sports cars like Maserati, Alfa Romeo and the professional racing champion like Ferrari, Fiat has made it all. At Fiat, we engineer the cars to meet customer expectations. With the same thought Fiat is bringing to India two of its most successful engine – 1.4 16V FIRE petrol engine & the 1.3 16V Advanced Multijet diesel. The fiat power-train manufacturing facility in Ranjangaon is at par with the best of the plants fiat has globally. With an installed capacity of over 300,000 engines & 200,000 cars it is a state of the art manufacturing facility adhering to international standards of production of cars & engines.

### **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 1900 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 is capable of producing 200,000 cars and 300,000 engines, besides 3,00,000 parts & accessories. Currently manufacturing the Palio Stile 1.1 and 1.6 models, premium Fiat cars such as the Linea and Grande Punto are expected to roll out soon in the C plus and B segment from the facility within 2008 and beginning of 2009 respectively. 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. 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](http://www.tatamotors.com))

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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