



## **PRESS RELEASE**

### **FIAT VROOMS IN WITH THE SPORTY AND MASCULINE GRANDE PUNTO**

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

**New Delhi, June 17, 2009:** Fiat India Automobiles Ltd today unveiled its latest offering in the premium hatchback segment – the *Grande Punto*. The car arouses strong emotions with its sleek, aggressive lines and conveys an impression of elegance and compactness.

The Grande Punto's sporty and muscular styling can be attributed to the 'Car Designer of the Century' Giorgetto Giugiaro. The strong character of the Grande Punto is defined by a sleek and aggressive nose which conveys an incredibly real dynamism. The rear end is softer and rounder, and it balances the aggressive front end. In true Fiat tradition, the exciting design of the car is complemented by adherence and exceeding of superior quality standards. Internationally, Grande Punto has an excellent track record and has produced and already sold 1.6 Million units across markets.

The car is agile and probably delivers the most enjoyable drive in its segment. This brilliance is derived from the state-of-the-art FIRE (Fully Integrated Robotized Engine) and MULTIJET engines which combine superb performance with low fuel consumption. To add to it, these engines are also environment friendly and Euro 4 ready.

Speaking on the occasion **Mr. Rajeev Kapoor, CEO, Fiat India Automobiles Ltd** said, "The launch of the Grande Punto marks a new milestone for Fiat in India as we bring the quintessentially Italian design to Indian shores. Our previous launch the C plus sedan, Linea, has met with tremendous response and we are confident that our latest premium hatchback offering will also excite our customers. The Grande Punto is unique and is designed to be the new benchmark in terms of style. We believe that the B plus segment in India has been under tapped and consumers are increasingly looking forward to driving world renowned, international brands on Indian roads. The Grande Punto will offer safety and quality standards that are particularly high for its segment at a very competitive price. The car will tempt its prospective customers with

one of the most pleasurable drives in the segment and will also be an exciting proposition for its customers with its great price/content ratio. Grande Punto is for demanding customers who love hatchbacks and yet want the luxury of a sedan. The high level of localisation which will increase to 85% by December 2009 has helped us aggressively price the Punto. “

The car will be manufactured at the company’s state-of-the-art Ranjangaon plant near Pune and will be launched across India through an aggressive communication campaign through print and television. The Grande Punto will be available in India with **two petrol engines (1.2 and 1.4 FIRE) and one diesel (1.3 multijet)**. The 1.2 petrol engine option with its safety features and aggressive price will form an attractive option for buyers who are potential small hatch back buyers. Additionally, Fiat offers a two year unlimited mileage warranty on the Grande Punto which is one of the best in the segment.

The Tata-Fiat dealer network will ensure easy availability of the car and prompt after-sales service for its owners. The Grande Punto will be retailed through the Tata-Fiat dealer network. The company has over 100 points of sales & service outlets allowing a much wider base of customers to experience the Grande Punto. To further enhance customer experience and strengthen after sales support for Grande Punto, a series of initiatives have been undertaken and over 800 dealer sales & service staff have undergone extensive training. New dealer identity norms have been introduced at showrooms and workshops which meet international standards.

The Grande Punto comes loaded with features and will be available in three versions known as *Active*, *Dynamic* & *Emotion* for both the petrol and diesel variants. Additionally a fully loaded Emotion Option Pack will also be available. At the time of launch, consumers can choose from a range of 6 electrifying colors: *Bossa Nova White*, *Hip Hop Black*, *Minimal Grey*, *Medium Grey*, *Exotica Red* and *Electric Blue*. The Grande Punto will be priced as follows:

<b>PETROL-1.2</b>	
<b>City</b>	<b>Grande Punto Active</b>
<b>DELHI</b>	Rs. 3.99 lakh

<b>PETROL-1.4</b>			
<b>City</b>	<b>Grande Punto Dynamic</b>	<b>Grande Punto Emotion</b>	<b>Grande Punto Emotion Pack</b>
<b>DELHI</b>	Rs. 4.66 lakh	Rs. 5.06 lakh	Rs. 5.61 lakh

<b>DIESEL-1.3</b>				
<b>City</b>	<b>Grande Punto Active</b>	<b>Grande Punto Dynamic</b>	<b>Grande Punto Emotion</b>	<b>Grande Punto Emotion Pack</b>
<b>DELHI</b>	4.85 lakh	Rs. 5.16 lakh	Rs. 5.56 lakh	6.11 lakh

Globally, the third generation Fiat supermini, the Grande Punto was unveiled at the Frankfurt Motor Show and is certified with **EURO NCAP 5 star** ratings in Europe which will ply soon on Indian roads. Many would agree, the Grande Punto is a perfect follow up to the Linea and symbolises the Fiat brand's journey back into reckoning in the competitive world of the Indian car industry.

**Style:**

- Sporty grill
- Flared wheel arches
- Muscular contours
- Sporty dual tone interiors
- Sporty wide profile 195/60 R15 15" alloys

**Comfort & convenience:**

- Electrically adjustable outside rear view mirror
- Automatic Climate Control
- Blue & Me: unique technology developed jointly by Microsoft & Fiat. Unique technology to connect and sync mobile via blue tooth and voice dial / read SMS
- Customized instrument display setting with My Car
- Remote foldable key
- Intelligent rear de-fogger : switches off after 20 minutes to prevent damage to the glass
- Convenient driver facing key slot
- Intelligent Ignition: prevents turning the key when the engine is running

**Safety:**

- ABS with EBD
- Dual stage front driver & passenger airbags : unique system deploys the air-bags depending on the severity of the impact
- Fire prevention system: cuts off fuel in case of an impact to reduce chances of fire

- Fiat Code System: Immobilizer with rolling code
- Load limiters and pre-tensioners

### Engineering Technology

- Unique CAN bus system with 7 micro-chips – no conventional wiring in this car.

### Engines:

- 1.2 FIRE (Petrol) engine: 68.2 ps @ 6000 rpm and 95.75 Nm @ 2500 rpm
- 1.4 FIRE (Petrol) engine: 90ps @ 6000 rpm and 115 Nm @ 4500 rpm
- 1.3 Multijet (Diesel) engine: 76 ps @ 4000 rpm and 197 Nm @ 1750 rpm

### Recognitions for the Grande Punto:

Grande Punto has met with tremendous response across the world and the numerous accolades mentioned below are a testimony to that:

<ul style="list-style-type: none"> <li>▪ Carro Do Anno 2008 in Brazil</li> <li>▪ Auto Interamericana 2008 - FIPA Latin America</li> <li>▪ Melhor Compacto - Revista "Carro" Brazil</li> <li>▪ Powercar 2008 a Grande Punto Abarth - Auto Zeitung -Germany</li> <li>▪ Abarth- Production Car Hot Hatch</li> <li>▪ Most Popular Car - Best Private Car - Salone Barcellona</li> <li>▪ Catalonian Car of the Year Award - Maggio 07</li> <li>▪ Best Cars 2007- Auto Motor und Sport - Repubblica Ceca</li> <li>▪ Best Cars 2006-Auto Illustrierte (Svizzera)- Compact cars</li> <li>▪ La Novità dell'Anno - Quattroruote - Gennaio 2006</li> <li>▪ Le Auto che Preferisco - Quattroruote - Posto cat. piccole - genn. 2006</li> <li>▪ Auto 1 -Auto Oggi + 24 testate sorelle europee - 1° in Italia</li> <li>▪ Die Besten Autos 2006 Germany</li> </ul>	<ul style="list-style-type: none"> <li>▪ L'Automobile più bella del Mondo (Automobilia)</li> <li>▪ Most Environment Friendly Car in France 2006</li> <li>▪ Auto Europa 2006 - UIGA 2006</li> <li>▪ Miglior automobile 2006 nella cat. piccole vetture- Auto Magazin Slovenia</li> <li>▪ Volante d'Oro - Bild am Sonntag 2006</li> <li>▪ Best Cars - Auto Motor und Sport 2006</li> <li>▪ Scottish Small Car of the Year 2006 (UK)</li> <li>▪ Autocar Design Award 2006 (UK)</li> <li>▪ Le migliori vetture dell'anno 2006 -Auto Motor und Sport – Polonia</li> <li>▪ Golden steering Wheel - Bild am Sontag (Berlino) 2005</li> <li>▪ Auto Europa 2006 - UIGA - 2005</li> <li>▪ L'Automobile più bella del Mondo</li> <li>▪ Meilleure Voiture Citoyenne- Ligue contre la violence routière - France</li> <li>▪ Vettura dell'anno in Macedonia (Auto Bild Macedonia) 2005</li> <li>▪ Auto Lider 2005 (Polonia) (settimanale MOTOR e mensile AUTO MOTO)</li> </ul>
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### About FPT( Fiat Powertrain Technologies):

The Powertrain facility at Ranjangaon has an installed capacity to produce 200,000 1.3 diesel engines, 100,000 1.2 & 1.4 petrol (FIRE) engines and 300,000 transmissions. All these products are assembled on state of the art assembly lines which have a high level of automation for all critical operations to guarantee world class quality. Testing of the engines and transmissions is carried out on Cold Test benches which, besides performing in depth checks not easily achievable in traditional Hot Tests, are also environmentally friendly.

Machining of critical components like cylinder block, crankshaft, cylinder head, cam carrier, transmission shafts and gears is done on the latest CNC machines with a very high degree of accuracy and automation. Sophisticated inspection equipment ensures that the quality of the components is of the highest level.

Engines and transmissions are coupled to form Powertrains, which are supplied just in time to the car plants.

**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 2207 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, 1.3, 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.

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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