



Fiat India reestablishes itself with its stylish new cars

- The stylish sedan Linea clocks more than 10, 000 units in less than nine months
- Grande Punto, Fiat's latest hatchback, also crosses 5000 units within three months of its launch

Mumbai, September 10, 2009: 'Fiat', known for its stylish cars and legacy, holds a special place in the hearts of many Indians. Many people in the country remember Fiat as their first car and a now a whole new generation of Indians are discovering the Fiat of their time and age. The year 2009 has been a revival of sorts for one of the country's most endeared car brands. For the past few years Fiat has been preparing for this new phase in the Indian market and the efforts have met with tremendous response. The beginning of the year saw the launch of its stylish and elegant sedan, Linea, which is at the core of Fiat's success in recent times.

Linea within eight months of its launch has crossed the milestone of clocking more than 10,000 units. This figure becomes even more important considering that Fiat managed to sell less than 4000 cars in the corresponding period last year from January to September. Also, the Grande Punto has sold more than 5000 units within three months of its introduction. Speaking about the milestone, Mr. Rajeev Kapoor, CEO, Fiat India Automobiles Ltd said, "Fiat is a brand which has been deeply rooted in the Indian psyche for many decades now. Our dream is to see a lot many Fiat vehicles plying on Indian roads. The milestone achieved by Linea is a testimony that we are inching closer towards this goal. Now, we are confident that the Grande Punto will emulate if not exceed this success. Our target is to sell..... cars this year"

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 2366 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, 1.6 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).

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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