



## **Tata Fiat kicks off nationwide service campaign from Pune**

- *Fiat First – Fiat's comprehensive service program to host free check up camps on 13<sup>th</sup> & 14<sup>th</sup> February in Pune*
- *Subsequent free check up camps to be held across India through the month of February*

**Pune, 12 February 2010:** True to its commitment to world class service, Tata Fiat today kick started a nationwide service campaign for its valuable customers from India's very own Detroit – Pune. This service campaign will mark the first comprehensive initiative under the 'Fiat First' banner. Through this initiative, Tata Motors will conduct free service check ups for all Fiat automobiles on 13<sup>th</sup> and 14<sup>th</sup> February 2010 in Pune. The check ups will be conducted at Tata Fiat's Pune dealer outlets: *B.U Bhandari Auto Pvt. Ltd and Pandit Automotive Pvt. Ltd.*

As part of the exercise, Tata Motor's engineers will undertake a comprehensive 40 point check on the car, provide free top up of consumables & free mopping. Alongside this, there will also be a 10% discount on any spares or labour used on paid jobs beyond the free service initiative.

As further incentive for its loyalists, Tata Fiat will provide an attractive gift to all the participants registering for the service checkup. There will also be a lucky draw conducted with a host of fabulous goodies up for grabs.

Speaking on the occasion, **Mr. Ravi Bhatia – VP Commercial, Fiat India** said, "When we launched Fiat First last year, our primary aim was to provide customers with unheralded service and easy service accessibility. The free service check up camps under the Fiat First banner is an important step to achieve that objective. Through Fiat First and the free service camps, we look to improve the valued relationship we share with our customers whilst also tackling their queries and issues to provide them with a hassle free driving experience. We at Fiat are hopeful this innovative initiative will be well received by all."

In order to take advantage of this fabulous initiative, customers can contact:

**B.U Bhandari Auto Pvt. Ltd**

Wakad Car Centre, Survey No. 142,  
Wakad, Mumbai-Bangalore Highway,  
Pune  
Ph no: 020 – 66757575

or

**Pandit Automotive Pvt. Ltd.**

Ashok House,  
Tilak Road,  
Pune  
Ph no: 020- 2444 0608 / 0704 / 0603 / 0701

After Pune, Tata Fiat plans to conduct the free service program across all their other dealer outlets within India.

The schedule of the camps will be:

North region 20<sup>th</sup> - 21<sup>st</sup> February 2010  
East Region 27<sup>th</sup> & 28<sup>th</sup> February 2010  
South Region 6<sup>th</sup> & 7<sup>th</sup> March 2010  
West Region 13<sup>th</sup> & 14<sup>th</sup> March 2010

**ABOUT FIAT FIRST:**

Fiat First – a world class service program was launched in the second half of 2009. The program is a testimony of Fiat's unrelenting commitment to customers and to the enhancement of 'owner experience' for Fiat cars.

Fiat First includes:

- Robust and growing Tata-Fiat dealer network
- World class roadside assistance program
- Industry leading warranty coverage
- Benchmark reliability(interval between services)
- Ease of availability of competitively priced genuine spare parts

With the launch of this innovative nationwide service initiative under the 'Fiat First' banner, Fiat India's commitment to top end service and promise of the perfect automotive experience for its consumers looks to be well fulfilled.

### **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](http://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 sport 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](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)

### **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](http://www.tatamotors.com)

**For more information, please contact:**

**Marius D'lima**

Head – Corporate Communications

Fiat India Automobiles Ltd

Tel : +91 98201 29889

Email: [marius.dlima@fiapl.com](mailto:marius.dlima@fiapl.com)

**Anirudh Shiva**

Associate Image Executive

Perfect Relations

Mob: - 9920639361

Email: - [ashiva@perfectrelations.com](mailto:ashiva@perfectrelations.com)