



Fiat India opens its 100th dealership

- Fiat automobiles to now be available in 100 dealerships across 78 cities of India

Mumbai, 28 January 2009: Fiat India, today announced the opening of **Bharati Automobiles**, its 100th dealership in India. The new dealership, which is a Tata-Fiat one, was inaugurated by Mr. S. Krishnan, Senior Vice President, Tata Motors. Bharati Automobiles is the fourth dealership that has been set up in the city of Mumbai. The new dealership is located at CTS 227, Western Express Highway, near Jogeshwari Flyover, Jogeshwari(E), Mumbai and will handle all the three aspects of sales, service and spare parts for Fiat automobiles. This move marks an important moment in Fiat India's plans for the year 2010.

After enjoying a successful 2009, the opening of the 100th dealership is a positive way for Fiat to begin the New Year. Backed by the joint venture with Tata Motors, the 100th dealership is a firm portrayal of Fiat's commitment to a large and expansive service network that now spans across 78 cities in India. This achievement coupled with its strong promise of top class customer service marks the importance Fiat gives to providing consumers with the perfect automotive experience.

Bharati Automobiles, the 100th dealership, has also been equipped with a large service station spanning 2300 square metres having 29 service bays within. It will offer 3 of Fiat's flagship models – the Fiat Linea, the Fiat Grande Punto and the Fiat Palio to customers.

With the opening of Bharati Automobiles, Fiat India now has 100 dealerships offering 106 point of sales and service outlets across India. After such a promising start to the year, Fiat India will now look to continue their drive towards achieving the goal of complete customer satisfaction in the months to come.

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

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; www.fiat.com; www.lancia.com; www.alfaromeo.com; www.abarth.com ; 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

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