



## **Fiat showcases the next generation in style and technology at the Delhi Auto Expo 2010**

*~'Fiat 500 by Diesel' the denim theme show car creates a stir as it is displayed in India for the first time ever~*

*~Company showcases futuristic variants – Linea Dualogic Transmission and Grande Punto Natural Power and other exciting variants~*

*~Fiat's commitment to technology, innovation, youth and the environment duly seen through these new variants~*

**New Delhi, January 6, 2010:** After enjoying a successful 2009 in the Indian auto sector, Fiat, today at the Auto Expo 2010, showcased its **new variants** in grand fashion. Having already set a high standard with its unveilings at Auto Expo 2008, Fiat did not disappoint this time either as they showcased – ***Fiat 500 by Diesel, Linea Dualogic Transmission, Linea T-Jet, Grande Punto Natural Power, Grande Punto Sports and Grande Punto Trendz***

For the first time ever, The Indian consumers were given the opportunity to see the new **Fiat 500 by Diesel**, the denim brand styled show car, up close and personal. This showstopper is the perfect combination of high fashion and steady performance. With the design of the car being attributed to Renzo Rosso – Italy's leading *haute-couture* designer, the **Fiat 500 by Diesel** caused more than just a batting of the eyelids. The car, inspired by the leading European fashion brand – 'Diesel', comes in 3 funky colours- Diesel Green, Diesel Black and Diesel Bronze. In addition to this, the car also sports unique 16 inch Diesel logo alloy wheels, yellow painted brake calipers, Diesel side moldings, flared rear view mirrors and eye-catching front end 'whiskers'.

The car's chic exterior look extends to the interiors as well, as exemplified by the Diesel brand denim cloth upholstery (with yellow stitching). The basic Sport version also has a Diesel logo on the dashboard and on the gear lever knob. The **Fiat 500 by Diesel** is available in any of three

engine sizes (1.2 liter 69 HP, 1.3 liter Multijet 75 HP with DPF and 1.4 liter 16V 100 HP) coupled to 5-speed or 6-speed manual transmission

Along with the **Fiat 500 by Diesel**, Fiat's other possible future variants were also very well received. The Auto Expo, India's biggest auto show, has always been a great platform to showcase upcoming company products and plans. Taking full advantage of this fact, Fiat's grand show to unveil these variants is bound to spark considerable consumer interest on the company's upcoming plans.

On showcasing the new variants at the Auto Expo 2010, **Mr. Rajeev Kapoor, President & CEO, Fiat India** said, "*Fiat India enjoyed a highly successful 2009 having achieved impressive numbers in overall sales. With showcasing these new variants, we want to send out a message that we are ready to take the consumer experience to the next level. These variants are a mark of our prowess in technology and commitment to innovation, youth and the environment. We are very excited about these promising new variants and hope to spark similar enthusiasm amongst the Indian consumer as well.*"

The Linea, launched in January last year, has been a great success in the Indian auto market. Within one year, the classy sedan, sold over 13,000 units and continues to rake in the numbers. Now, along with the popular existent model, Indian consumers may also have access to the *Linea Dualogic Transmission and the Linea T-Jet*.

*Linea Dualogic Transmission* will have a built in transmission system that allows the user to switch between automatic & manual modes while also having the choice of using both the automatic and manual modes. The variant offers around 10% more mileage than a traditional Automatic Transmission and around 3-5% mileage improvement over a Manual Transmission.

The *Linea T-Jet* on the other hand is the latest generation of petrol engines from the Fiat stable. The variant is higher powered as compared to the existing model and has a 110 PS Turbocharged Petrol Engine. To further add to the exciting prospect of a high powered Linea, the T-Jet will be available in a ravishing 'red-purple' shade that is sure to make heads turn.

The Grande Punto, launched in June of last year, has also been very well received and sold over 10000 units since its launch. Now, the Grande Punto may be made available in three variants – *Grande Punto Natural Power, Grande Punto Sports and Grande Punto Trendz*.

With the *Grande Punto Natural Power*, Fiat is out to show that class and style need not necessarily come at the environment's expense. The Grande Punto Natural Power, the new dual fuel version of Fiat, will sport a bi-fuel engine (petrol/CNG) with negligible CO2 emissions. At the same time, with CNG being substantially cheaper and more eco-friendly than conventional fuels,

the car will prove to be a real 'cash saver'. Thanks to Fiat's superior technology, a user will be able to drive the Punto Natural Power for more than 1000km without having to refuel. This path breaking technology that comes from the Fiat stable will provide better performance as well as safety to the user. There is also no compromise on the boot space of the car as the CNG cylinder will be placed in an innovative packaging below the boot. Fiat is currently the largest selling brand of CNG powered cars in Europe with around 200,000 units sold in 2009. Upon launching in India, this technology and innovation is sure to change the way consumers look at bi fuel engines.

While the Punto Natural Power addresses the important issue of a clean environment, the *Grande Punto Sport* and *Grande Punto Trendz* are Fiat's gift to the cool and modern Indian youth.

Aimed primarily at the younger generation, the *Grande Punto Sport* will come with a number of cool add-ons to surely make the user the talk of the town. This variant is a top end model of the Grande Punto range, sporting a 1.3 Multijet engine with a 90 HP power output. To make it more appealing to the Indian youth, the car will also sport a funky electric sunroof, a rear spoiler, sport red decals and dual colour interior leather seats. With these exciting add ons, the user is sure to feel exhilarated and ready to take on the world.

The *Grande Punto Trendz* is a limited edition variant fired up with the powerful 1.2 FIRE petrol engine. The car's Active Plus option comes in bright and vibrant external colours with sporty decals. The car's interior has been tastefully done to compliment the bold exterior with a high-tech CD/MP3/ FM audio system also added to the trendy mix.

All these variants could be available in the near future with Fiat evaluating them for introduction into the Indian market. With these variants, Fiat can further consolidate its position as a technological powerhouse while at the same time showing its commitment to innovation, youth and the environment.

The showcasing of these new variants comes on the back of a ground breaking year for Fiat India. In the last year, the brand launched two of its flagship cars – the Linea and the Grande Punto in a 'larger than life' manner. The launch of these cars will consolidate Fiat's position as a brand of high class and style. In addition to this, the cars' great looks and superior handling also received rave reviews from auto experts and consumers alike.

These grand launches were then closely followed by the launch of 'Fiat First'– a comprehensive and world class service program for Fiat consumers. With the launch of Fiat First, customers could now avail of 24X7 roadside assistance that made the Fiat experience a completely hassle free one. Thanks to the launch of the product, consumers could now enjoy – world class roadside

assistance, industry leading warranty coverage, benchmark reliability and ease of availability of competitively priced genuine spare parts.

The program also marked an important milestone in the evolution of Fiat in India. With this program, Fiat could now showcase their strong network of 99 dealerships offering 105 point of sales spanning across 77 cities in the country.

Fiat India ended the year on a high note with 'Fiat Diesel Drives India' - an epic pan India drive spanning over 10,000 km and passing through 16 states of India. Flagged off on 27<sup>th</sup> October 09 from their Ranjangaon plant, the drive gave journalists from top auto journals, electronic channels, publications and onlines the chance to take 4 of Fiat's MULTIJET diesel offerings- the Linea, Grande Punto, Palio and Fiat 500 across India on a true test of endurance. The drive gave Fiat both the perfect opportunity to showcase itself as the pioneer of diesel technology in India as well as a chance to show off its expansive dealer network.

On the back of a spectacular 2009 and with the showcasing of their new variants, Fiat India has now laid down a strong platform for their ambitious plans for the coming future. Indian consumers – Welcome to the new age of style and technology.

#### **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)

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