



Fiat Linea sparkles at the Lakme Fashion Week

~ Ace Accessory Designer 'Little Shilpa' embellishes and creates a dazzling crystal studded Fiat Linea ~

Mumbai, 11th March 2011: Fiat made an emphatic style statement as the exclusive automobile partner of the Lakme Fashion Week. Ace Designer Little Shilpa stylized Fiat Linea with sparkling embellishments that perfectly complimented its association with the fashion extravaganza, The Lakme Fashion Week. Fashionistas and style-czars were dazzled by the glamorous showcasing of the stunning Fiat Linea.

Fiat's association with Little Shilpa to dress up the Fiat Linea as the show car underpins its commitment to redefining luxury and performance. Akin to the striking Fiat Linea, leading fashion designer Little Shilpa is known for redefining fashion precincts, setting unprecedented trends and having a futuristic approach to style.

The Fiat Linea redefines luxury with its classy exterior, plush interior, and advanced technology. The car offers a perfect blend of sophisticated style, guaranteed performance, class leading comfort, and all-in-all an outstanding ride. Its association with Lakme Fashion Week appropriates this social stature along with reinforcing its position in the lifestyle segment.

Speaking on the association, **Mr. Rajeev Kapoor, President & CEO, Fiat India Automobiles Ltd.** said, "Our collaboration with Lakme Fashion Week as the exclusive automobile partner offers us an ideal platform to showcase the avant-garde automotive design and splendor of the Fiat Linea. The quintessence of this association emphasizes our deep commitment to continually setting new benchmarks by creating luxurious products for people with superior demands. We are happy that India's leading accessory stylist Little Shilpa has elegantly reinvented the stunning Linea further enhancing the oomph factor of the car and making it the true show stopper of the fashion week"

Little Shilpa added, “I feel very privileged to be associated with Fiat. The Linea’s sleek silhouette, sophisticated contours and unique style is hugely inspiring for creative minds. With increasing Fiat Linea’s fashion quotient as the brief, I decided on the usage of the shimmering crystals in my design for the Fiat Linea, accentuating its beauty further.

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 2409 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, Linea and 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 also produces next generation Tata passenger cars. The investment in this Ranjangaon facility already exceeds € 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 sports 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

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