



## **PRESS RELEASE**

**For immediate dissemination**

### **Fiat India kicks off in style with Doctor's campaign**

**Mumbai, November 4, 2011**: Fiat India Automobiles Ltd launched **Doctor's Campaign** for health care professionals. Under this program healthcare professionals will participate in the ongoing promotional campaign. The scheme has been welcomed by lead auto financiers like SBI, wherein they have come forward in certain markets with a unique offer exclusively designed for this campaign wherein customers can avail benefits such as 1% discount and 100% waiver of processing fees.

This program also includes attractive exchange package where in the old car value would be set off against the purchase of new cars. In addition to this Fiat has introduced home test drive services for doctors to facilitate easy buying without hampering their busy schedule. Other exclusive value-added benefits would also be provided.

Speaking about the initiative, **Mr. Enrico Atanasio, Head – Commercial, FIAT India said**, "Fiat has been present in India since a decade and is committed to Indian consumers. Hence with doctor's campaign initiative we aim to appreciate their services to the community and make their lives easier. At the same time we also hope to work towards developing better relationships by providing more benefits that can be availed"

The Fiat Linea and Fiat Punto offers great styling, elegance, economy befitting the doctor's profile and takes care of their extensive daily running with added advantage of the Fiat's multijet diesel technology.

For more detailed information, visit: [www.fiat-india.com](http://www.fiat-india.com)

#### **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 2155 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](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 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](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)

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