



FIAT LAUNCHES 'FIAT FIRST', A COMPREHENSIVE CUSTOMER CARE PROGRAM

- *Fiat adds to the festive cheer through the introduction of a host of initiatives under the programme*
- *Programme includes world class roadside assistance program, warranty coverage and longest benchmark product reliability (interval between services)*
- *'Fiat First' to come with the promise of strong, dependable service network, competitively priced genuine spare parts and a host of other initiatives*

Mumbai, October 15, 2009: With the festive season just setting in, Fiat India has decided to provide its customers with further cheer by introducing 'Fiat First'. The programme is a testimony of Fiat's unrelenting commitment to customers and to the enhancement of 'owner experience' for Fiat cars. 'Fiat First' will deliver satisfaction for existing and potential Fiat car owners through a holistic approach towards service.

'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

The programme marks an important milestone in the evolution of Fiat in India. Fiat now boasts of a strong network of 99 dealerships and 6 point of sales spanning across 77 cities in the country. All these dealerships have a separate identity for Fiat and offer an international ownership experience for customers. To ensure consistent delivery of this world-class experience from the time of purchase to after sales, the Tata-Fiat network has employed 800 sales & service personnel dedicated completely to Fiat.

Another, noteworthy initiative is the industry leading '24X7 Fiat assistance' for Fiat car owners. 24X7 Fiat Assistance service can be accessed by calling a national toll free number **1800- 209-3428** at any time of the day or night. A Fiat car owner can use any of the services on offer if the vehicle is within a 100 km radius of a Tata-Fiat dealership or service station. Services under this initiative include assistance for replacement or repair of a damaged part or flat tyre, fuel support (up to 5 litres) for fuel problems, key support in the event of key loss or a lockout and battery jump start in case of engine failure. In addition to this, owners will also be offered onward journey assistance up to 50 kms, towing services within a 100 km radius of a Tata-Fiat dealership or service station. The service is currently available to Linea & Punto customers on charge basis with an industry leading coverage of 50 months. Existing FIAT brand owners can also access the RSA as per call charge.

Fiat also announces the launch of industry leading "extended warranty" package for its Linea & Punto customers under "Fiat First". The comprehensive "extended warranty" product can be purchased at all TATA FIAT dealerships.

To mark the introduction of 'Fiat First', **Mr. Rajeev Kapoor, CEO, Fiat India Automobiles Limited** said, "*Deepawali* season is very auspicious for Indians and it marks the beginning of the festive season. With most families looking to purchase products such as cars during this *shubh* or auspicious period of the year, we thought this was the best time to introduce 'Fiat First' which is unique in its approach towards service to our target audience. It has always been our intent to offer Indian customers world class service as per Fiat International standards and with 'Fiat First' we hope to achieve unprecedented high levels of service and support for customers. In short with this programme we intend to make Fiat the brand of choice for a large section of existing and potential car owners."

'Fiat First' will also come with a promise of availability of genuine spare parts at prices benchmarked with competition. These mentioned initiatives within the programme are indicative and not exhaustive of what 'Fiat First' has to offer.

'Fiat First' is yet another step towards providing Fiat customers a true world class ownership experience. Now every time customers think of cars, they will think of 'Fiat First'.

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 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

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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