



Press Release:

Fiat gears up for the 'Raid De Himalaya 2011' challenge

~Fiat Punto 90 HP MULTIJET to challenge the rocky terrains of Himachal Pradesh and Jammu & Kashmir~

Shimla, October 11, 2011: Punto 90 HP MULTIJET, a real delight of Fiat India and the most powerful diesel hatch have set out for an exigent expedition to salute the true spirit of Himalaya. Representing team Fiat India during the course of Raid De Himalaya 2011 are Pavan Choudhary- Rally Driver and Captain Nitin Anand- Navigator, who are participating in the adventure category which kick started earlier today.

Pavan Choudhary earlier has also been the winner of The Desert Storm 2009 - Xplore Edition and The Raid-De-Himalaya 2008 - Adventure Edition while his navigator captain Nitin Anand is a professional navigator for car rallying. He secured first Position in Raid De Himalaya 2010 and 3rd position in Desert Storm 2011.

Speaking about this exciting expedition, **Mr. Enrico Atanasio, Head- Commercial Operations, Fiat India Automobiles Ltd.** said, "Fiat's Punto 90 HP MULTIJET is known for its power, drive and fuel efficiency. Our cars have a strong build and all the essential features to enable a smooth drive across most terrains. It would truly be a proud moment to see the Fiat brand standing tall on one of the highest altitudes of the country. We wish the team a great and memorable journey with Fiat's Punto 90 HP MULTIJET."

The journey would commence from Shimla and reach Srinagar, covering a drive of close to 2000 Kms and 6 legs over a span of 10 days. The 13th edition of the rally will see participation of 291 contestants who would experience the ultimate adrenaline rush that this competition has in store for them.

The event is being organized by Himalayan Motorsport Association and approved by National Sports Federation recognized by the Government of India. The RAID DE HIMALAYA ADVENTURE TRIAL, 2011 is running in compliance with the International Sporting Code of the FIA, National Competition Rules (NCR) & General Prescriptions of the FMSCI, these Supplementary Regulations and bulletins issued by FMSCI.

In its unique format this time, the X-treme and Adventure category will compete on their own treacherous paths initially but will meet at Rangdum (Rangdum, situated 3,657metres, 11,998 ft) above sea level, in an isolated region of the Suru valley in the Ladakh region and continue together via Penzi-La till the final stop at Srinagar.

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

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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