



Experience glorious Italian heritage at the newly launched FIAT Caffe

~ *FIAT brews a storm, reaffirms India commitment* ~

New Delhi, January 6, 2012; FIAT India Automobiles has announced the launch of FIAT Caffe- an initiative to showcase the distinctive Italian automotive lifestyle experience for FIAT owners and enthusiasts. The Caffe opening at Tolstoy Marg in New Delhi is the first FIAT Caffe in the country. The second Caffe will be launched in Pune which makes India the only country in the world to proudly house two FIAT Caffes.

At the Caffe, customers can go through the latest FIAT India cars on display, take a test drive, browse through FIAT worldwide or FIAT India details, guided by specially trained personnel. The collection of international FIAT merchandise, giant video screens running FIAT ads, stylish and unique furniture & fittings will give a glimpse of FIAT's vast history and rich heritage while adding a luxury feel to the Caffe. There will be special events, product display and previews held at the Caffe from time to time. An in house library will feature books on FIAT's glorious history, the various sub brands and its sister companies. The guests can enjoy the classic Italian atmosphere while enhancing ones knowledge about their favourite brands, sipping to some authentic Italian coffee, which will be one of the many highlights of the Caffe.

Speaking on this occasion **Mr. Rajeev Kapoor, President & CEO FIAT India Automobiles Ltd** said, "The launch of FIAT Caffe is an integral part of our strategy to showcase our commitment to the Indian customer and market. With this Caffe we aim to promote our Italian heritage and the 'real' FIAT brand, by engaging a passionate connect amongst the audience and prospects with FIAT automobiles. The Caffe will provide us with an opportunity to hold an array of events, both car and lifestyle related, demonstrating the values and culture we share at FIAT, amidst the Italian ambience while sipping on authentic Italian coffee."

FIAT will display its merchandise and accessories at these brand stores. It is a marketing initiative with the idea of buzz creation around the brand and aims at making a bold & crisp statement about its presence in India. It also aims at audience and prospect engagement as well as sales facilitation. Globally, FIAT has several Caffes to showcase brands like Ferrari, Lancia, Alfa Romeo and Maserati.

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 2323 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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