



Fiat to expand its Grande Punto range :
Offers 2 additional feature loaded petrol variants at attractive prices

- *Fiat Grande Punto 1.2 FIRE to now be available in both Dynamic and Emotion*
- *Both variants to offer increased number of top end features in the existent 1.2 petrol model*
- *The new variants to provide these innumerable features at the boldest of prices.*

Mumbai, 15th March, 2010: True to its commitment of offering customers top class automobiles, Fiat today announced the launch of their two new Grande Punto variants: *Fiat 1.2 FIRE Dynamic and Fiat 1.2 FIRE Emotion* in the heart of the premium petrol hatchback segment. With the launch of these variants Fiat can now woo the Indian consumer with an irresistible offer - an array of features present in the new variants and the bold pricing of these cars.

Grande Punto, Fiat's best selling large hatch offers incredible standard high end features like *Tilt Steering, Front Power windows, Fire Prevention System, and Programmed Service Reminder* in its entry level *1.2 Active* variant. Apart from these, the *1.2 Dynamic* variant will also offer *rear power windows and central locking system*. As a special introductory offer, the *1.2 Dynamic* will also come fitted with an *exclusive CD/MP3 player*, for limited period of one month.

Meanwhile, the *1.2 Emotion* variant will go beyond the *Dynamic* to come with an *integrated audio system with 4 speakers, electric mirrors, fog lamps, dual tone dashboard and split seats* amongst a host of other impressive features. With a majority of the B plus segment consumers in India being value conscious, the *1.2 FIRE Grande Punto Dynamic*, priced at Rs. 4.57 lakhs and the *1.2 FIRE Grande Punto Emotion*, priced at Rs. 4.87 lakhs (ex-showroom Delhi) offer the 'real' and 'complete' deal. The *Grande Punto 1.2 FIRE*, with BSIV compliance also boasts of an improved fuel efficiency of 15.2 kmpl. With no other auto major offering such top end features at such nominal pricing, Fiat's new variants pack a powerful punch. The widest range of 9 variants in the *Grande Punto* is a true testament to Fiat's continual focus of giving the customers exactly what they desire.

In India, the *Grande Punto* is positioned within the same auto segment as the *Hyundai i20, Honda Jazz* and the *VW Polo*.

Speaking on the occasion, **Mr. Rajeev Kapoor, President & CEO, Fiat India Automobiles Ltd,** said, " The Premium Hatchback segment has seen a lot of activity and witnessed a strong growth of 59% in 2009. Our new variants are a response to our customer's requirement of feature laden cars at reasonable prices. These impressive variants also give us a great opportunity to expand our presence in the B plus market segment which is one of the most important ones in India. With these launches, we are confident of providing to the consumer yet another memorable automotive experience like no other, courtesy Fiat."

The 1.2 FIRE Grande Punto Dynamic and 1.2 FIRE Emotion promise the consumer of supreme comfort with the car being one of the largest in the hatch back segment. Its significantly robust build and impressive low end torque will provide a customer with one of the safest and most comfortable drives available today. In addition to this, the new variants also have a 2 year unlimited kilometres warranty and a 15,000 kilometres service interval which is the longest service interval available in the segment and results in much lower cost of ownership. Consumers will have the option of choosing from 8 electrifying colours: *Bossa Nova White, Exotica Red, Minimal Grey, Hip Hop Black, Medium Grey, Electric Blue* and 2 new Premium Colours: *Fox Trot Azure and Tuscan Wine*.

The variants will be priced at:

1.2 FIRE GRANDE PUNTO		
Ex showroom (Delhi)	1.2 Grande Punto Dynamic	1.2 Grande Punto Emotion
	Rs. 4.57 lakhs	Rs. 4.87 lakhs

The Fiat Grande Punto, since its launch last year, has taken the market by storm with its beautiful designing and impressive styling. With its design being attributed to Mr. Giorgetto Giugiaro – the 'car designer of the century', the car has won numerous accolades in the Indian, the latest being

- Car of the Year Award 2009 for Premium Hatchback - the ET Zigwheels.
- Car with the Best Styling & Design by UTV Autocar Awards - 2010.
- The Most Beautiful Car of the year by BBC TopGear -2009

The car's sleek and aggressive looks have made many a head turn and many a jaw drop. With both critics and buyers taking dearily to this vehicle, the Grande Punto has already made a significant mark in the Indian auto scenario since its launch. The new variants along with the existing Fiat models are available through 101 TATA-FIAT dealers across 78 cities and can be booked from 15th March 2010 onwards.

With superb features and such a bold pricing, the Fiat Grande Punto 1.2 FIRE Dynamic and Emotion are yet another significant mark by Fiat on the Indian auto scenario.

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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 sport 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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