



## **Fiat's 'WE SALUTE SPIRIT OF LADAKH EXPEDITION' kicks off in Delhi**

*~Fiat Punto 90 HP MULTIJET and Fiat Linea T-Jet to challenge the rocky terrains of Ladakh~*

**Delhi, June 30th, 2011:** The two beauties of Fiat India, Punto 90 HP MULTIJET and Linea T-Jet, have set out for an exigent expedition to salute the true spirit of Ladakh. Prof. Rajni Abbi, Mayor of Delhi flagged off the 18 day drive from the capital city of India. The journey would be from Delhi to Leh and back, covering a drive of close to 20000 kms. Eight Cadets from Chetna college, Mumbai, would undertake this adventurous journey which will allow the two Italian beauties to taste some of the most scenic roads enveloped by green fields, the rough terrains on the snow capped mountains and magnificent valleys. During their expedition they would also be visiting Pangong Lake, Thangsey and Nubra valley.

Speaking about this exciting expedition, **Mr. Rajeev Kapoor, President & CEO, Fiat India Automobiles Ltd.** said, "Fiat's Punto 90 HP MULTIJET and Linea T-Jet are known for their power, drive and fuel efficiency. Our cars have a strong build and all the necessary features to enable a smooth drive on the rocky hilly 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 all the cadets a great and memorable journey with Fiat's Punto 90 HP MULTIJET and Linea T-Jet."

This expedition celebrates the true spirit of the Indian army who have been securing our borders for over the years now and safeguarding our country from the eye of the enemy. The Indian army embodies the qualities of strength, resilience and an enduring persona which the two powerful cars will also showcase during the entire drive by fighting the tough weather conditions and moving up the hilly terrains. The cadets will visit various army units, local populous and also halt at Vaishnadevi during their journey.

The proposed route for this expedition would start from Delhi university(North), gate- 3, and en-route via Pathankot, Srinagar, Kargil and finally halt at Leh and start the return journey to reach Delhi on Monday,18th July.

**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 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](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 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](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)