



PRESS RELEASE

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Fiat rolls out 'diesel at the price of petrol'

~Company set to delight customers with a chance of owning diesel at the price of a petrol car~

~ Lines up innovative and exciting offers for car buyers to help own one of Fiat's superior offerings~

Mumbai, 1st July 2011: Fiat, known for its cutting edge diesel technology now plans to drive home the superior advantage with an innovative marketing initiative. **'Diesel at the price of petrol'**- a unique marketing initiative will be rolled out in the month of July and will provide the hot button for customers who otherwise would have put off the decision to buy a diesel car due to the initial cost. These initiatives are expected to make it easier for customers to own any of Fiat's superior cars - Punto or Linea, which offer great long term value. In a unique promotion, Fiat will provide car buyers with a chance to own a Fiat diesel Linea or Punto at the price of the petrol variant or equivalent cash back.

In addition to this amazing upgrade offer which a lucky few will win every week, many lucky winners will qualify for fuel vouchers for a full 1 year's supply of petrol or diesel. The offer is not limited only to the winners of the contest; in fact all buyers of Fiat cars in July will be provided free fuel for three months in addition to amazing discounts on 1st year insurance and free 50 months road side assistance. Customers exchanging their old cars to upgrade to a Linea or Punto get an additional exchange bonus of upto Rs.20,000.

Fiat has been a dominant force in diesel technology and its multijet diesel engines are used by other manufacturers across the world and in India. The lined up initiatives are bound to influence customers who would prefer to buy a diesel car due to the low running costs but

are deterred due to the high initial premium they have to pay. Customers can now walk into any Tata-Fiat dealership to book a Linea or Punto and then participate in a contest which will give lucky owners the chance to own the Punto or Linea diesel at the price of the respective petrol variants.

Speaking about the initiative, **Mr. Rajeev Kapoor, President & CEO, FIAT India** said, “Across the world, diesel technology has evolved and diesel cars are no longer considered inferior to petrol cars. With the rise in petrol prices, diesel cars make for an even more attractive proposition and Fiat has been leading the diesel revolution across the world and even in India. The multitudes of cars which sport Fiat’s multijet engines are a testimony to this fact. With ‘Diesel at the price of Petrol’ we plan to help more car owners have the joy of owning a Fiat diesel.”

‘Diesel at the price of petrol’ comes after a slew of many interesting customer initiatives by Fiat. ‘Fiat First’ introduced last year was an industry leading customer service programme. From making spare parts available at competitive rates to making its presence felt with 175 dealer outlets, Fiat has taken giant strides to reach out to its target audience.

For more details please log on to www.fiat-india.com

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

For more information, please contact:

Marius D'Lima

Head – Corporate Communications
Fiat India Automobiles Ltd
Tel: + 91 98201 29889
Email: marius.dlima@fiapl.com

Akshat Jain

Associate Image Manager
Perfect Relations Ltd
Tel: - + 91 9920210948
Email: - akshatj@perfectrelations.com