



Fiat launches its next generation Linea T- Jet redefining the luxury & performance benchmark in the C plus segment

~ 'Admiration guaranteed' for the New Linea T-Jet with best in class features and performance

~ Plans to launch the car in a phased manner in key metros –NCR/Mumbai/Pune

Mumbai, October 08, 2010: Fiat India Automobiles C+ segment offering Linea won many admirers when it was first launched in January 2009. Today with the launch of the next generation Linea T-Jet the company is ready to redefine the performance and luxury benchmarks in the C+ segment. With an array of best in class features the new Italian beauty is reminiscent of higher segment cars. With a brand new T-Jet engine the new Linea will be a powerhouse. The new imported power train delivers 114 PS power and an unbelievable torque of 207 Nm, enough to leave all its competitors behind. With this, the Fiat Linea will be the first and only car in the premium sedan segment to boast of a turbo charged petrol engine.

The Fiat Linea **T-Jet** with 13 new features and 7 class leading equipment is sure to delight its owners. The cars sets new benchmarks in the area of performance, safety, comfort, ride and handling and in- car Infotainment.

Safety: All 4 disc brakes(a first in the segment),Dual airbags,ABS with EBD

Ride and handling: Bigger 16 inch alloy wheels with wider 205/55 R16 tyers and longest wheel base of 2603mm and enhanced ground clearance of 170mm.

Luxurious interiors: premium imported leather upholstery and soft touch dashboard with chrome accents. Cabin comfort is ensured with Auto AC, with rear knee & foot level AC vents.

Infotainment: Proprietary ‘Blue and Me’ technology and unique ‘My car’ features and many more.

The good news extends to the pricing with the car being available in two variants at a special introductory period price.

Ex-showroom Delhi:

T Jet: Rs. 8.55 lacs

T Jet Plus: Rs.8.99 lacs

Ex-showroom Mumbai:

T Jet: Rs. 8.84 lacs

T Jet Plus: Rs.9.29 lacs

Fiat India will initially focus on two of the most important markets, Mumbai / Pune and Delhi / NCR, which constitute 60% sales volume in the C plus segment. With its focus on these important markets and other top metros, Fiat expects to drive in the Linea T-Jet with a vroom.

Highlights
○ New T Jet engine with class leading 207 Nm torque & 114 PS power
○ 7 class leading features. Performance, Safety & Luxury redefined
○ Overall 13 new equipment /features
○ Improved fuel efficiency
○ Introductory prices add to festive season cheer
○ Initial launch in NCR, Mumbai & Pune. Other markets launch in phased manner, dealers would accept bookings.
○ In the launch markets the network has been spruced up to welcome the new products, with 8 new pop-up stores in malls
○ A brand new 360 degree campaign has been rolled out
○ The launch is supported by the customer centric service initiative Fiat First <ul style="list-style-type: none">○ Growing Service Network – from 77 POS to 160 POS in less than 18 months○ Best in class Service Interval of 15000 kms○ Genuine Spare Parts at Competitive Prices○ 24 x 7 Roadside Assistance○ Best-in-Class Warranty Coverage of 50 months

Speaking on the launch of the all new Linea, **Mr. Rajeev Kapoor, President & CEO, Fiat India Automobiles Ltd** said, “We are pronouncing the Linea T – Jet as **Refined luxury & power**. The Linea T – jet is a product that has been refined according to the feedback received from existing and potential customers. It literally sets a benchmark in the C plus segment with its robust engine and the never ending list of features. The new Linea offers a perfect blend of sophisticated style, guaranteed performance, class leading comfort, outstanding ride and handling with unbeatable toughness. Linea T-Jet is sure to give competition in the C plus segment, a run for its money.”

The beautiful and performance oriented Linea T-Jet will be available in a spectacular new Sunbeam Beige colour. The car will be available at Tata Fiat showrooms in Mumbai and Delhi before it is launched in a phased wise manner across the country.

The Linea has won many hearts with its tangible attributes and its creative campaign which had everyone humming the “Admiration Guaranteed” tune. The new Linea T-Jet will continue to melt hearts with the launch of a new chapter of this popular campaign.

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 2235 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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