



Fiat brings power back into fashion:
Launches Grande Punto 90HP MULTIJET
Expands network to 175 dealers across 130 cities

- *Fiat Grande Punto 90HP MULTIJET to be the most powerful diesel hatchback in India*
- *The car to be equipped with a Variable Geometry Turbo engine that offers high power and superior fuel efficiency*

Delhi, 16th July, 2010: With high power comes the true driving experience. Keeping in mind this very thought, Fiat India today unveiled its latest offering in the premium hatchback segment: the ***Fiat Grande Punto 90HP MULTIJET***. Armed with a 1.3 litre Multijet engine, powered by a Variable Geometry Turbocharger, the car will be India's most powerful diesel hatchback.

Already setting the standard with its gorgeous looks and style, the Grande Punto 90 HP is poised to power through the competition and create a new benchmark for diesel hatchbacks in India. The Punto 90 HP MULTIJET's engine will provide drivers with 'class leading' power of 93 PS and torque of 209 NM along with excellent drive dynamics – Ride, Handling, Braking and also superior fuel efficiency of 20km / l. The 1.3 litre Multijet engine, a validation of Fiat's technological prowess, is also the only 'locally produced' Variable Geometry Diesel engine in this category.

To make the driving experience even more fun, the Grande Punto 90HP comes equipped with ***Dual Stage Airbags, ABS with EBD, Automatic Climate Control, Blue & Me technology, Integrated CD/MP3 player with USB, Alloy wheels with the widest tyres (in the category), Chrome plated door handles, swanky Red stitching on the seats***, and a host of other exciting and new age features.

Customers will also have a choice of personalisation through a special accessory pack for the Punto 90 HP that includes a ***Rear Spoiler, Chrome Exhaust Tip, Stylish Body Decals, Sporty Aluminium Pedals, Leather Seat Covers & Punto branded Door Sill***. This accessory pack shall provide discerning customers a 'sporty feel', along with the opportunity to stand out in the crowd.

The car will be priced at Rs 6.79 lakhs (ex-showroom Delhi).

The Grande Punto 90 HP, delivering 93 PS of power, will be positioned within the 'performance diesel' segment and will compete with existing and future brands in this segment

Speaking on the occasion, **Mr. Rajeev Kapoor, President & CEO, Fiat India** said. "The launch of the Grande Punto 90 HP MULTIJET is testament to Fiat's commitment to innovation and consumer satisfaction. Through this new variant, discerning consumers will be given the perfect opportunity to enjoy both 'high power' and a 'fun to drive' experience. The Grande Punto 90HP MULTIJET will aim to consolidate our position within the 'performance diesel' segment which has been relatively untapped unto now. We are confident the Grande Punto 90 HP MULTIJET will mark a new chapter of power driving in the premium hatchback segment."

The Grande Punto 90 HP MULTIJET will be available in 5 electrifying colors: *Bossa Nova White, Exotica Red, Medium Grey, Fox Trot Azure and Tuscan Wine*. The car will be aggressively priced at:

GRANDE PUNTO 90 HP MULTIJET	
Delhi (ex-showroom)	Rs.679,000

The Fiat Grande Punto, since its launch last year, has taken the market by storm with its beautiful design 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 auto sector, the latest being

- *Car of the Year Award 2009 for Premium Hatchback - ET Zigwheels.*
- *Car with the Best Styling & Design by UTV Autocar Awards - 2010.*
- *The Most Beautiful Car of the year by BBC Top Gear -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 deary to this vehicle, the Grande Punto has made a sizeable mark in the Indian auto scenario. The new Grande Punto 90 HP MULTIJET along with the existing Fiat models are available through 175 TATA-FIAT dealers across 130 cities and can be booked from 18th July 2010 onwards.

Fiat now expands the Grande Punto range to 10 variants with a choice of 1.2 & 1.4 litre *FIRE* engines in Petrol and 1.3 litre *MultiJet* (76 HP) & (93 HP) engines in Diesel, thus offering 'a *Punto* for everyone'.

With the promise of superior power and fuel efficiency, the Fiat Grande Punto 90HP MULTIJET is all set to light the Indian roads on fire thus assuring yet another significant step taken by Fiat in India

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 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

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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