



For Immediate Release

Maharashtra Chief Minister inaugurates Fiat's new production facility at Ranjangaon

~The occasion also witnessed the rollout of the new Fiat Palio Stile~

Mumbai, April 2 2007: Fiat marked a red letter day in its history in India with the formal inauguration of the Ranjangaon plant (near Pune) by the Chief Minister of Maharashtra, Shri Vilasrao Deshmukh. Also present at the occasion were Industries Minister of Maharashtra, Shri Ashok Chavan, the Secretary - Industry, Shri V.K Jairath, along with top officials and senior management of Fiat and Tata Motors. The occasion also saw the rollout of Fiat's new Palio Stile.

The Rs.4000 crore Ranjangaon project, which is a fruition of the industrial joint venture between Fiat Group Automobiles and Tata Motors announced in December 2006, will produce both Fiat and Tata Motors cars and Fiat Powertrains.

The first phase sees the production of Fiat Palio Stile which has already commenced in February. The commercial launch is planned on April 4, 2007 at Mumbai. The body shop welding and assembling operations are in full swing. The plant will see a second step in 2008, with the production of Fiat's new cars like the Grande Punto and the Linea. At full capacity, the Ranjangaon plant will produce in excess of 100,000 cars and 200,000 engines and transmissions yearly. The 1.3 multi-jet small diesel engine will be manufactured along with the FIRE petrol engine envisaged in different variants.

In a symbolic gesture, the Managing Director of Fiat India, Mr. Giovanni de Filippis, handed the keys of the first Palio Stile, rolled out from the facility, to Mr. Rajiv Dube, President - Tata Motors Passenger Car Business Unit. Tata Motors, as the distributor of Fiat cars, undertakes the marketing, sales and service of the range through a country-wide Tata-Fiat network of 63 dealerships covering 42 cities.

Commenting on the historic opening of the plant, Mr. Stefan Ketter, Senior Vice President Manufacturing of Fiat Group Automobiles, said, *"It is a great day for Fiat in India. The Ranjangaon project with Tata is a crucial milestone in our agenda and its inauguration lays down the foundation for a long journey ahead. Our decision to shift our production activity to Ranjangaon is based on the objective of achieving cost efficiencies and building a world-class manufacturing plant."*

Speaking on the occasion, the Managing Director of Tata Motors, Mr. Ravi Kant, said, *"The Ranjangaon plant, in which Tata Motors will be investing as a 50% partner, is yet another firm step in the progression of the strategic alliance between our two organisations. The plant will help our products benefit from Fiat's global manufacturing practices and technology."*

The Ranjangaon plant is situated in an Industrial Development Zone, with a total land area of 8, 50,000 sq. meters.

Notes to the Editor:

About Fiat Palio STILE

Fiat's new Palio Stile is available in two petrol engine options. The fuel efficient **Palio Stile 1.1 (in three versions - SL, SLE, SLX)** comes with a 4 cylinder 1.1l petrol FIRE engine , providing a maximum power of 57 PS @ 5250 rpm and excellent Torque of 92 Nm at low rpm of 2750. This enables a high fuel average of 15.5 Km/l under test conditions.

Design configured for the auto enthusiasts, the **Palio Stile 1.6 Sport** comes with a 1.6 litre engine with an increased power of 100 PS @ 5500 rpm with a torque of 137 Nm @ 4250 rpm. It is the only sporty B segment hatchback available in the country. Both models come with an Electronic multipoint fuel injection, 32 bit microprocessor Fuel system. The Palio Stile comes with a manual Gear Box 5 + R, all speed synchromesh and a front wheel drive.

The car is equipped with all desired features such as power steering, central locking, fire prevention system (FPS), engine immobilizer, fog lamps etc. The interiors of the Palio Stile are beige in colour, sporting a trendy two toned dash board, comfortable seats and a very low index of articulation (quietness of cabin). The new Palio Stile will be attractively priced and will be available in Tata-Fiat Showrooms across the country from April 5th.

About Fiat

One of the pioneer companies in the automobile industry, Fiat has produced approximately 90 million passenger cars and light commercial vehicles, including no less than 400 models, since 1899, when the company was founded in Turin, Italy. Some of them have represented milestones in the automotive industry. The Fiat Group's Automobiles Sector operates world-wide with the following brands: Fiat, celebrated for value, economy, and innovation and whose mass produced cars are distributed over almost the entire price class spectrum; Lancia (acquired in 1969) means prestige cars noted for their elegant styling, and comfort; Alfa Romeo (acquired in 1986) is famous as a maker of sport and luxury vehicles of style and distinction; Maserati (acquired in 1992) represents a landmark in the history of the automobile; Ferrari (acquired in 1969), well renowned for unsurpassed design, performance, and luxury, is a legendary automobile that imparts special cachet to its owner.

www.fiatautopress.com; www.fiat.com; www.lancia.com; www.alfaromeo.com; www.maserati.com; www.ferrariworld.com

About Tata Motors:

Tata Motors is India's largest automobile company, with revenues of US\$ 5.5 billion in 2005-06. With over 4 million Tata vehicles plying in India, it is the leader in commercial vehicles and the second largest in passenger vehicles. It is also the world's fifth largest medium and heavy truck manufacturer and the second largest heavy bus manufacturer. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, and South East Asia and in Australia. Tata Motors already distributes Fiat-branded cars in India, besides the industrial joint venture in India with Fiat Auto to

manufacture passenger cars, engines and transmissions for the Indian and overseas markets. The company's international footprint include Tata Daewoo Commercial Vehicle Co. Ltd. in South Korea; Hispano Carrocera, a bus and coach manufacturer of Spain in which the company has a 21% stake; a joint venture with Marcopolo, the Brazil-based body-builder of buses and coaches; and a joint venture with Thonburi Automotive Assembly Plant Company of Thailand to manufacture and market pickup vehicles in Thailand. Tata Motors also an agreement with Fiat Auto to build a pick-up vehicle at Córdoba, Argentina. Tata Motors has research centers in India, the UK, and in its subsidiary and associate companies in South Korea and Spain.

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