



## **Fiat to broaden its reach with the export of Fiat Linea**

*~ Exports Linea to Sri Lanka, with further export opportunities being explored in right hand drive markets ~*

**Mumbai, September 29, 2011:** Fiat India Automobiles Limited today announced its intent to increase its focus on exports under which they have exported the Fiat Linea to Sri Lanka. In Sri Lanka the inauguration is set for on 29<sup>th</sup> September, 2011. As far as the dealership is concerned, Speed Italia is rightly going to be taking charge.

Fiat India expects to receive a good response to the Linea 1.4 emotion pack in this market. The first batch of cars which is set for the export comprises of 72 cars of which 50 cars have been allotted to the Sri Lankan Air Force officials on delivery at the time of the inauguration.

As part of this strategy, Fiat has also begun testing new growth opportunities overseas with sharp focus on countries such as Bhutan and Australia as well which are both right hand drive countries. The car market size in Sri Lanka is around 20,000 units per annum. We have targeted to achieve 5 percent in the first year itself.

The company commenced its exports to South Africa and early this year commenced exports to Nepal. The exported batch of Linea is similar to the one driven on Indian roads. Fiat's products – The Fiat Linea and The Fiat Punto have been well received in South Africa and Nepal.

Speaking on the initiative, **Mr. Rajeev Kapoor, CEO, Fiat India Automobiles Limited said,** "The Fiat Linea has been very well received by customers and auto enthusiasts in India as it has redefined the segment with its superior design, stylish looks, performance and precision engineering. The exports of the Linea to Sri Lanka plays a significant role in reaching out to the international markets and establishing our presence globally. We are confident that we will be

able to procreate the success of this car overseas as well and thereby expand our footprint and brand identity across markets. This is a step in the direction of reaffirming our position as an international auto giant.”

Since the company commenced exports from India to right hand drive markets, the company has exported near to 4000 numbers of the Linea & Punto.

#### **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](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 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](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)

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