



## **Fiat gives PFMI 2010 winners the keys to style and stardom**

*~Hands over the classy Fiat Linea to winners of PFMI 2010 at their Ranjangaon facility~*

**Ranjangaon, 12th August 2010:** Fiat India today handed over the classy Fiat Linea to Ms. Manasvi Mamgai, Ms. Nicole Faria and Ms. Neha Hinge - the winners of Pantaloons Femina Miss India 2010 (PFMI 2010) at their sprawling Ranjangaon facility. The three gorgeous women were also given the opportunity to have a close look at Fiat's state-of-the-art production plant (*Powertrain Plant and Assembly Line*) while interacting with the company's employees at length. The three pageant winners were visibly elated upon receiving the keys of their brand new Fiat Lineas, as they now look to become the next style icons of the country.

Pantaloons Femina Miss India 2010 has always been one of the most prestigious pageants for models across the country. The Fiat Linea, with its classy looks, makes for the perfect companion for the deserving winners as they go on to represent their country on the international stage.

Speaking on the occasion, **Mr. Rajeev Kapoor, President & CEO, Fiat India** said, "The handing over of the Fiat Linea to the three gorgeous winners of the Pantaloons Femina Miss India 2010 is a testament of our commitment to style and class. The Fiat Linea, known for its elegant looks, will surely go a significant way in increasing the style factor of the winners of this prestigious beauty pageant. We are hopeful that these three deserving winners will have many great memories with this beautiful car."

The Fiat Linea, a mid-size sedan, is one of Fiat's flagship products in India. The company's other offerings include the Fiat Grande Punto, Fiat Palio and Fiat 500.

### **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 3034 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](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)

### **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](http://www.tatamotors.com)

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