



Techno season at FIAT Caffé

~To present Italian technological marvels at the technology meet~

Pune, 12th July, 2012: Fiat India Automobiles today kick started a new theme, 'Italian Technological Marvels' at its FIAT Caffé. The initiative is an all Italian way to showcase a host of Italian engineering marvels for the next two months. Italian inventions across fields have been a boon to the world & today at the Caffé the Italian inventions & discoveries are more significant from an automotive perspective such as Electric Motors, Batteries, Ball Bearings, Internal Combustion Engines & Microprocessors which were projected on the screens at the Caffé. The campaign will enlighten students, office goers, business persons & prospective buyers of Italian prowess in the field of automobile engineering into building cars.

The campaign will also feature Fiat's Inventions of the Common Rail Direct Injection technology & 1.3L Multijet SDE. While Mr. Enrico Atanasio, Head- Commercial will talk about Italy and its culture of inventions, Mr. Gurpratap Boparai, Head- FIAT Powertrain made a presentation on the Multijet technology. To project a strong connect with the theme, walls will have posters of the Italian Inventions, including Fiat's technologies and innovations like Blue&Me and Multijet.

At the FIAT Caffé, customers can go through the latest FIAT India cars on display, take a test drive, browse through FIAT worldwide or FIAT India details, guided by specially trained personnel. The collection of international FIAT merchandise, giant video screens running FIAT ads, stylish and unique furniture & fittings will give a glimpse of FIAT's vast history and rich heritage while adding a luxury feel to the Caffé. Special events, product display and previews will be part of the Caffé from time to time. An in house library will feature books on FIAT's glorious history, the various sub brands and its sister companies. The guests can enjoy the classic Italian atmosphere while enhancing knowledge about their favourite brands, sipping on some authentic Italian coffee.

The techno event was supported by Mr. Enrico Atanasio, Senior Vice President- Commercial and Mr. Gurpratap Boparai, Head- FIAT Powertrain.

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 2551 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 350,000 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

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

For more information, please contact:

Marius D'Lima

Head – Corporate Communications

FIAT India Automobiles Ltd

Tel: + 91 98201 29889

Email: marius.dlima@fiapl.com

Sheetha Chacko: +91 9765393969/ schacko@perfectrelations.com
Perfect Relations Pvt Ltd