



PRESS RELEASE
For immediate dissemination

FIAT goes Absolute-ly festive with Linea and Punto

- *Celebration of this festive season with the launch of the Absolute edition*
- *A festive accessory pack offered free on every car*
- *Customers can avail maximum benefits of upto Rs. 78,000 on the Linea and Rs. 67,000 on the Punto*

Coimbatore, 5th October 2012: Fiat Group Automobiles India Private Limited (FGA IPL) is introducing a surprise for its customers this festive season as it launches its Limited 'Absolute' Edition for Punto and Linea in India. These 'Absolute' edition cars come with a customised accessory pack that offers additional value to customers at no extra cost. The Absolute pack contents offer utility & exclusivity and aim at evoking a sense of pride & fulfilment for the customer.

Mr. Ravi Bhatia, Head, Business Development – Fiat Group Automobiles India Private Limited said, *"Fiat has exhilarating plans for this festival season. To celebrate and share the festivities with our customers, the launch of the Absolute Edition offers them additional benefits at the same price. India is an important market for us and this endeavour is an important step for FIAT in that direction. We came out with this celebratory offer keeping the consumers sentiments and their needs in mind where they can avail maximum benefits at no extra cost"*

The Absolute edition of Linea and Punto will sport additional features, which will distinguish them from the regular existing versions. The Absolute edition pack includes features like, Touch screen GPS navigator with 3G tablet & smartphone functionality, reverse parking sensors, Linea and Punto branded door sill, contoured splash guards, carpets, boot chrome strip & 'Absolute' exterior branding.

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Corporate Part II, 5th Floor,
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The touch screen GPS Navigator & 3G tablet comes with a 1.0-Ghz processor and runs on Android 2.3 OS. It offers house-level 3D maps and is equipped with phone functionality, multimedia and bluetooth. The carpets provide a neat & cosy feel to the interiors of the car, the branded door sills add an element of style and an elegant chrome strip for Linea adds touch of class.

Apart from a range of accessories, the company is also offering insurance at a discounted rate along with free road side assistance & an exchange bonus.

Linea 'Absolute' edition

Highlights

1. ABSOLUTE pack (accessories)
 - Car Pad - Navigation & 3G Tablet
 - Reverse Parking Sensor
 - Contoured Splash Guards
 - Carpets – Beige colour
 - Door Sill - Linea branded
 - 'ABSOLUTE' branding
 - Chrome strip – Boot
2. Free RSA
3. Insurance @ discounted rate (through Future Generali)
4. Exchange Bonus

Punto 'Absolute' edition

Highlights

1. ABSOLUTE pack (accessories)
 - Car Pad - Navigation & 3G Tablet
 - Contoured Splash Guards
 - Carpets – Grey colour
 - Door Sill - Punto branded
 - 'ABSOLUTE' branding
2. Free RSA
3. Insurance @ discounted rate (through Future Generali)
4. Exchange Bonus

About Fiat Group Automobiles India Private Limited: (FGAIPL)

About Fiat Group Automobiles India Pvt. Ltd: (FGAIPL) is a fully owned subsidiary of Fiat Group Automobiles, Spa, Italy. The company was incorporated in Mumbai, India in March, 2012 having its registered address at Corporate Park – II, 5th Floor, Sion Trombay Road, Chembur, Mumbai 400 071. The company is putting in place an organization & appointing

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dealers across the country. The company in India will be a National Sales Company to market & sell Fiat branded products manufactured and imported into India. For the immediate, the company will sell the Linea & Punto manufactured by the Tata-Fiat JV in India. Soon other branded products of Fiat & Chrysler will also be sold through the new exclusive Fiat dealers being put in place across the country. The company in India will have around 100 employees & near to 80 dealers by 31st March 2013.

About Fiat Group:

Fiat is an international auto group that designs, produces and sells vehicles for the mass market under the Fiat, Lancia, Alfa Romeo, Fiat Professional and Abarth brands, as well as luxury and performance cars under the Ferrari and Maserati brands. The Group has increased its global reach through the integration with Chrysler Group and recently expanded its product portfolio with Jeep and Chrysler brand models that are produced in North America and now also distributed in Europe through the new Lancia-Chrysler and Jeep sales networks. Fiat also operates in the components sector, through Magneti Marelli and Teksid, and in the production systems sector, through Comau.

Fiat Group Automobiles designs, produces and sells automobiles under the Fiat, Alfa Romeo, Lancia and Abarth brands, and light commercial vehicles under the Fiat Professional brand. In Europe, it also distributes Jeep brand vehicles. From January 2012, the activities of Fiat Powertrain – which researches, develops and produces engines (power output from 65 to 235 hp) and transmissions for passenger cars and light commercial vehicles (torque up to 400 Nm) – were transferred to Fiat Group Automobiles.

For more information visit: www.fiatspa.com; www.fiatautopress.com; www.fiat.com; www.lancia.com; www.alfaromeo.com; www.abarth.com ; www.fiatprofessional.com

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