



PRESS RELEASE

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FIAT inaugurates its first exclusive workshop in Pune

- *Workshop inaugurated by Mr. Ravi Bhatia ,Head- Business Development and Mr. Neelesh Naik , Managing Director-Millennium Drive*

Pune, September 7, 2012: **FIAT Group Automobiles India Private Limited** (FGAIPL) today inaugurated its first independent state-of-the-art workshop -Millennium Drive **Workshop** in Dapodi, Pune. This will be FIAT's first exclusive workshop in India. The 20,000 sq ft service utility with best of equipments and human dexterity is specially designed to give a delightful servicing experience to its customers. This is another move by the company in strengthening its brand presence in India, after having launched its Fiat Caffè in Pune a few months ago. FIAT customers would now be able to buy cars from the Caffè and will provide a fascinating FIAT buying experience.

The dealership was inaugurated by **Mr. Ravi Bhatia, Head- Business Development, FIAT Group Automobiles India Private Limited** and **Mr. Neelesh Naik, Managing Director –Millennium Drive.**

Speaking on the occasion, **Mr. Ravi Bhatia, Head- Business Development, FIAT Group Automobiles India Private Limited** said: *“FIAT core brand philosophy is best customer experience and this has been our guiding philosophy in all our initiatives. This first exclusive and world-class FIAT workshop is our inexorable attempt to provide each of our customers with an unmatched servicing experience leading to a delightful vehicle ownership experience. I am confident that the discerning and loyal customers of Pune will appreciate owning FIAT cars. I reiterate the fact that going forward, world-class servicing standards will be the key differentiator and we will continue to create new benchmark and take a lead. We have been focusing on strategically expanding our*





network in India and this new world-class workshop is yet another step to move closer to the customers”.

Commenting on this alliance **Mr. Neelesh Naik, Managing Director, Millennium Drive** said, *“Increasingly the need for a world-class servicing facility will define the way car purchase is going to evolve in India. The customer today is mature and demands world-class servicing standard that is available to their counterparts across the globe. Millennium Drive’s new workshop is yet another step towards the aim of providing our customers, an unparalleled servicing standard that reflects FIAT’s philosophy of best customer experience. Millennium Drive is proud to be associated with FIAT and presents the country’s first exclusive car workshop that combines the best of infrastructure, technology and human skills. With our strong association with FIAT, we are confident of maintaining a strong lead in providing our customers a true blue car ownership experience. Because we believe our customers are best and they deserve the best.”*

Millennium Drive Pune workshop is equipped with sophisticated equipments and latest technology likes remote sensing diagnosis and state of art crash repair system used by FIAT globally and a dedicated team of committed trained personnel who will take care of all the service requirements of FIAT customers. The workshop will provide round the clock support in service, general repairs, body repairs, paint job, wheel alignment, wheel balancing, tyre change, car wash, polishing and array of other servicing requirements.

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 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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