



FIAT India inaugurates its first exclusive dealership in Punjab

- Dada Motors is the authorised dealer for FIAT
- Dealership inaugurated by Enrico Atanasio, MD of FIAT Group Automobiles India Pvt. Ltd
- 13,000 sq. feet showroom comprises of workshop as well; located in the heart of automobile cluster in Ludhiana

Ludhiana, December 17, 2012: FIAT Group Automobiles India Pvt. Ltd today inaugurated its first exclusive world class dealership in Punjab. Dada Motors, at B-63 ,Chevron Hotel Building ,Giaspura Chowk, Ludhiana, will be FIAT's first exclusive dealership in the state. The 13,000 sq ft showroom is equipped with a full service workshop and a tailored design to cater a unique FIAT experience to its customers, another move by the company in order to strengthen its brand presence in India.

The dealership was inaugurated by Mr. Enrico Atanasio, MD of FIAT Group Automobiles India Pvt. Ltd.

Speaking on this occasion, **Mr. Enrico Atanasio**, said: *“FIAT India views Punjab as a very strategic market and the inauguration of an exclusive dealership is in accordance with our strategy to capitalise on this potential. We*





are confident that our association with Dada Motors will play a crucial role in identifying the customer base and enhancing customer experience in Ludhiana. With Dada Motors, we are associated with a partner that has 50 years of leadership and market knowledge of the automobile trade in Punjab and across the northern region of India.”

FIAT India is aggressively focussing on increasing its footprint in India and this launch is in continuation of its rapid expansion strategy. In order to offer excellent brand experience to both existing and potential customers FIAT India is opening an exclusive showroom and a workshop at a very prominent location in Ludhiana.

Mr. Rishi Dada, MD of Dada Motors said, *“FIAT cars are prominent all over India for their performance and their aesthetic design. We are extremely proud to become exclusive dealers of FIAT Group Automobiles India Pvt. Ltd in Punjab and we are confident of replicating world class dealership experience to the car buyers here”.*

FGAIPL is striving towards delivering world class sales and after sales experience along with developing strong consumer connect. With 50 years of successful history in automobile dealerships trade, Dada Motors was a natural choice, said Mr. Atanasio. The dealership exclusively caters to FIAT India and will retail its two existent models: Linea and Punto. The launch of this





dealership is the latest episode in FIAT India's commitment to expanding its network in the country.

About Fiat Group Automobiles India Private Limited (FGAIPL)

FGAIPL is a fully owned subsidiary of Fiat Group Automobiles SpA, Italy. The company was incorporated in Mumbai, India, in March 2012 and will distribute FIAT and Jeep vehicles in the country through an independent dealer network. The company is currently selling the FIAT Linea and Punto models, which are manufactured by the Tata-Fiat joint venture. The company in India will have around 100 employees and plans to have 120 dealers by the end of 2013.



About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich, Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler, all-new Dodge Dart, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small and medium-size cars,



allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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