



FIAT India inaugurates its exclusive dealership in Noida

- Kashyap Fiat joins the exclusive dealership club
- Dealership was inaugurated by Mr. Enrico Atanasio, MD of FIAT Group Automobiles India Pvt. Ltd
- 4,000 sq. feet showroom comprises of a workshop as well located in the heart of Noida

Noida, January 10, 2013: FIAT Group Automobiles India Pvt. Ltd today inaugurated its exclusive world class dealership in Noida. Kashyap Fiat, at C-18, Noida Phase II, will be FIAT's first exclusive dealership in the NCR after the appointment of the Fiat Cafe'. The 4,000 sq ft showroom is a state of the art facility at Noida which is supported by latest machines and above all the commitment to serve the customers beyond expectations.

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 Noida 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 the Kashyap Group will play a crucial role in identifying the customer base and enhancing customer experience in Noida. With Kashyap Group, we are associated with a partner who has more than 25 years of experience and market knowledge of the automobile trade in NCR, in India and abroad"*





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 Noida with Kashyap Group who are well known for their commitment to service.

Mr. Rajinder Kashyap, founder and Chairman, Kashyap Group 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 Noida 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 more than 25 years of successful history in automobile dealerships trade, the Kashyap Group was a natural choice, said Mr. Atanasio. The dealership exclusively caters to FIAT India and will retail its two existent models: Linea and Punto and its Absolut editions. 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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