



PRESS RELEASE
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Fiat-Chrysler Group Unveils Roadmap for India

- Legendary Jeep® brand to be introduced in India in 2013
- 9 models or significantly refreshed models to be introduced by the Fiat and Jeep brand in the next few years
- Independent Distribution Network to grow to 120 dealers by 2013

Mumbai, December 6, 2012 -- Today Fiat Group Automobiles India Private Limited (FGAIPL) announced a series of initiatives aimed at strengthening its position in the Indian market. These initiatives include the official launch of the Jeep® brand in India. 9 new / significantly refreshed models by Fiat and Jeep brand in the next few years with the introduction of the Jeep Wrangler and Jeep Grand Cherokee will be imported towards the end of 2013. Jeep vehicles will be sold via a Jeep dealer network that will leverage the service and parts support offered by an expanding Fiat dealer network.

The company will expand its domestic production to include the new Fiat Linea classic edition and the new Fiat Punto edition.

“Our vision for India will revolve around a three-pronged strategy,” said **Mike Manley, Chief Operating Officer for Asia and President and CEO – Jeep Brand**. “First, introduction of new vehicles that will soon include the legendary Jeep brand. Second, the expansion of our independent dealer network and, finally, strong marketing initiatives that will continue to improve our awareness and brand perception in the market.”

Mike Manley visited Mumbai to meet with dealers and announce details of the new product and production plans for the market, which includes the





expansion of the dealer network from the current shared TATA FIAT dealers to approximately 120 independent dealers by 2013.

Part of the dealer experience will include Fiat Caffè, which will offer customers the opportunity to learn about FIAT's heritage and also showcase technological innovations from the Fiat Group portfolio across the world.

The service centers within these dealerships will be another important touch point for consumers, since the goal is to replicate international service standards in India.

Jeep vehicles will be distributed at launch in metropolitan cities through exclusive outlets utilizing the infrastructure created by the FIAT exclusive dealers.

“Initial interest from the investors has proved to be strong. Therefore, we will be able to establish 120 independent dealers by 2013,” said **Enrico Atanasio, Managing Director of Fiat Group Automobiles India Private Limited**. “We are optimistic about our prospect for growth in the Indian car market, which grew 12 percent in 2011 and is rapidly becoming one of the major markets in the world. With the launch of the Jeep brand, new Fiat products, an expanding dealer network and upcoming marketing initiatives, we will be in a strong position to capitalize on this growth.”

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 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.

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,

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platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

About Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup outside North America includes Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are available in right-hand-drive versions and with petrol and diesel powertrain options.

For 2011, Jeep brand's worldwide sales increased by 41 percent versus 2010. Jeep was the Chrysler Group's top-selling brand outside North America, rising by 46 percent versus the prior year and comprising 63 percent of Chrysler Group's total international sales.

Chrysler Group LLC manages vehicle marketing, sales and service – together with alliance partner Fiat Group – in more than 120 countries around the world.

For more information visit: www.fiatspa.com; www.fiatautopress.com

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