



## **'Fiat Diesel Drives India' - Fiat's MULTIJET Diesel Engines take the Great Indian road test**

- *Fiat India undertakes a pan-India Diesel Drive spanning over 10,000 kilometers with their four MULTIJET diesel offerings –Linea, Grande Punto, Palio and Fiat 500*
- *Top auto journalists to participate in the drive and test the endurance of Fiat's MULTIJET diesel engines*
- *'Fiat Diesel Drives India' to generate awareness about Fiat's MULTIJET diesel engine and its success with many cars*

**Ranjangaon, October 27, 2009:** Ready, Set, Vroom! With that motto in mind, Fiat India flagged off a drive of epic proportions called 'Fiat Diesel Drives India' today. 'Fiat Diesel Drives India' will be taking Fiat's 4 MULTIJET diesel offerings- the Linea, Grande Punto, Palio and Fiat 500 through testing Indian terrains over a period of a month and a half. This one-of-a-kind journey will traverse through diverse terrains within 16 states in India, clocking over 10,000 kilometers in total. The drive has been aimed at generating awareness about Fiat's rich history in connection with diesel technology as well as their longstanding success in rolling out endurance driven, yet stylish and classy automobiles.

The drive will involve auto journalists from India's top auto magazines, namely, *Zigwheels, Car India, Overdrive, Auto India, BS Motoring, Autocar India, AutoBild, Top Gear, Auto Exchange, Automotive Product Finder* and a special team of auto experts. In addition to this, the drive will also involve electronic channels like *ET Now, NDTV 24X7, CNBC TV 18, NDTV India, Zee Business, UTVi, Aaj Tak, IBN7, Times Now*, online portals such as *Carwale.com, teambhp.com* and publications such as *New Indian Express*. Through the course of the drive, these esteemed experts will take Fiat's diesel engines to the extreme by taking the 4 cars through a stern test of power, performance and engine finesse. With this drive, Fiat, the inventor and pioneer of the high tech MULTIJET diesel engines, aims to stamp its authority on the diesel scenario in India as well as create further awareness about their engine's presence in majority of the cars in India.

Speaking at the flag off, **Mr. Rajeev Kapoor, President & CEO, FIAL**, said, *"Fiat's diesel inventions and technology constitute a landmark position in global automobile history. Our state*

*of the art 1.3 MULTIJET engines have revolutionized the diesel movement and achieved unparalleled success abroad. The engines have always performed admirably and with excellent finesse in all kinds of diverse climates and terrains across the world. Fiat's success story in India has also been somewhat similar. In India, though the dynamic climate and unpredictable terrains in particular has been a challenging test for our engines, we have overcome the test with flying colors. The 'Fiat Diesel Drives India' drive is Fiat's way of showing that our engines have passed the Great Indian test and are at the highest level of competency and reliability as technology today can provide."*

Through the extensive drive, Fiat will also look to reinforce the presence of their strong and ever growing network across India. Today, the Tata-Fiat network constitutes 99 dealerships and 6 point of sales spanning across 77 cities in the country. All these dealerships have a separate identity for Fiat and offer an international ownership experience for customers.

'Fiat Diesel Drives India' promises to be an exhilarating and novel drive that experiences India and all its cultural flavours.

## **ABOUT THE MULTIJET ENGINE**

The words that best describe Fiat's MULTIJET Diesel engines are 'breakthrough technology'. With the introduction of the state-of-the-art MULTIJET engines, Fiat paved the way for refined, more efficient diesel cars across the world. Until the introduction of these engines, diesel automobiles were seen as non eco-friendly and low on power. The MULTIJET engines helped change customer perception and increase the penetration of diesel vehicles in automobile markets worldwide. Customers now see diesel cars as powerful yet low on consumption. In some cases they are even considered to be more powerful than some gasoline (petrol) automobiles.

The MULTIJET engine's significance is further apparent in the fact that these engines have been fitted into world renowned and historically important cars of the world, the Lancia Ypsilon, Lancia Delta, Alfa Romeo 147 and Alfa Romeo 159 to name a few . Fiat's Multijet engines have also been used by international automakers like Opel (in the Opel Agila Corsa, Meriva, and Astra amongst others) and Saab (9-5, 9-3X) to great effect. Similarly, the Multijet technology is used by car makers other than Fiat in India as well.

With the 1.3 MULTIJET diesel engine being the smallest common rail diesel engine being produced internationally, Fiat has been instrumental in giving the diesel auto segment a significant presence in markets worldwide. The engine is also the frontrunner in engine power/displacement ratio, making the Multijet engine one of the best that diesel technology has to offer today.

In India, the MULTIJET engine is manufactured at Fiat's Ranjangaon facility. The engines are assembled on state of the art assembly lines which have a high level of automation for all critical operations to guarantee world class quality. Testing of the engines and transmissions is carried out on Cold Test benches which, besides performing in depth checks are also environmentally friendly.

Machining of critical components like cylinder block, crankshaft, cylinder head, cam carrier, transmission shafts and gears is done on the latest CNC machines with a very high degree of accuracy and automation. Sophisticated inspection equipment ensures that the quality of the components is of the highest level.

#### **About Fiat India Automobiles Ltd:**

**Fiat India Automobiles Limited (FIAL)** is a 50-50 Industrial Joint Venture between **Fiat Group Automobiles S. p. A., (Fiat)** and **Tata Motors Limited (Tata)** originally incorporated on January 02, 1997. The company employs about 2775 blue & white collar employees and is located at Ranjangaon in the Pune District of Maharashtra. The definitive agreement of the Joint Venture was signed in October 11, 2007. The board of directors for this company comprises of five nominees each from Fiat and Tata.

The state-of-the-art facility at Ranjangaon, which is owned by FIAL, a joint venture company, is capable of producing 200,000 cars and 300,000 engines, besides 300,000 parts & accessories. Currently manufacturing the Palio Stile 1.1, 1.6 models, Linea and now the Grande Punto. The facility also manufactures Fiat's successful 1.3 litre Multijet diesel engines and 1.2 & 1.4 litre Fire gasoline engine. Apart from Fiat cars, the facility will also produce Tata passenger and next generation cars with investment exceeding € 650 Million. The plant provides direct and indirect employment to more than 4,000 people.

For more information, visit: [www.fiat-india.com](http://www.fiat-india.com)

#### **About Fiat Group :**

Established in 1899, Fiat is one of the world's major industrial groups. With operations in over 190 countries, the Group has 203 plants, 118 research centers, 633 companies and more than 198,000 employees. One of the founders of the global automotive industry, right from inception Fiat pursued a two-pronged development strategy: penetration into foreign markets and focus on innovation. This focus on innovation is evidenced by the technical quality of its products and the adoption of cutting-edge industrial and organizational systems.

The Group's business is carried out through several operating Sectors: Fiat Group Automobiles (Fiat, Lancia, Alfa Romeo and Abarth brands), Maserati and Ferrari (luxury sport cars), CNH (agricultural and construction equipment), Iveco (trucks and commercial vehicles), Fiat Powertrain Technologies (engines and transmissions), Magneti Marelli (automotive components), Teksid (engine blocks, cylinder heads and other components), Comau (automated production systems) and Itedi (publishing & communications).

For more information, visit: [www.fiatautopress.com](http://www.fiatautopress.com); [www.fiat.com](http://www.fiat.com); [www.lancia.com](http://www.lancia.com); [www.alfaromeo.com](http://www.alfaromeo.com); [www.abarth.com](http://www.abarth.com) ; [www.fiatprofessional.com](http://www.fiatprofessional.com)

**About Tata Motors Ltd:**

Tata Motors Limited, the other partner to the Joint Venture, is India's largest automobile company, with revenues of US\$ 8.8 billion in 2007-08. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand and Spain. Among them is Jaguar Land Rover, a business comprising the two iconic British brands. It also has a strategic alliance with Fiat. With over 4 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top three in passenger vehicles. It is also the world's fourth largest truck manufacturer and the second largest bus manufacturer. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia and South America

For more information, visit: [www.tatamotors.com](http://www.tatamotors.com)

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