



Fiat to broaden its reach with the export of Fiat Linea

~ Exports Linea to South Africa, with further export opportunities being explored in right hand drive markets ~

Mumbai, August 12, 2009: Fiat India Automobiles Limited (FIAL) today announced its intent to increase its focus on exports under which they have exported the recently launched Fiat Linea to South Africa.

As part of this strategy, Fiat has begun testing new growth opportunities overseas with sharp focus on SAARC countries like Nepal, Bhutan and Sri Lanka as well as other right hand drive countries. The company targets to export 7000 units of Fiat's India manufactured cars this year.

As a first step the company has exported a batch of Fiat Linea to South Africa. The exported batch of Linea is similar to the one driven on Indian roads. Fiat's products have been well received in South Africa in the past and cars were supplied to this country from Fiat's plants in Brazil and Europe. Fiat India expects to receive a good response to the Linea 1.4 emotion pack in this market.

Speaking on the initiative, Mr. Rajeev Kapoor, CEO, Fiat India Automobiles Limited said, "The Fiat Linea has been extremely well received by customers and auto enthusiasts in India as it has redefined the segment with its superior design, performance and precision engineering. The export of the Linea to South Africa is an integral part of our endeavour to reach out to international markets and establish our presence beyond India. We are confident that we will be able to replicate the success of this car overseas as well and

thereby expand our footprint and brand identity across markets. This is a step in the direction of reaffirming our position as an international auto giant.”

This is not the first time that Fiat has entered an export venture in South Africa. In the last 12 months, the company has exported Palio to South Africa.

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 2207 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 is capable of producing 200,000 cars and 300,000 engines, besides 3, 00,000 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.

Fiat, which holds a 50% stake in the Company, also owns and controls five internationally renowned brands:- Fiat Automobiles, Alfa Romeo Automobiles, Lancia Automobiles, Abarth and Fiat Light Commercial Vehicles, the makers of renowned cars such as the Ferrari, Maserati, Alfa Romeo and Lancia besides the Fiat branded cars.

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 (www.tatamotors.com).

For more information, visit: www.fiatautopress.com; www.fiat.com; www.lancia.com; www.alfaromeo.com; www.abarth.com ; www.fiatprofessional.com

For more information, please contact:

Marius D'lima

Head – Corporate Communications

Fiat India Automobiles Ltd

Tel : +91 98201 29889

Email: marius.dlima@fiapl.com

Sachin Bhandary

Image Manager

Perfect Relations

Mob:- 9819954815

E-mail:- sbhandary@perfectrelations.com

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