

## **Fiat to increase price of Linea & Grande Punto by 2 – 2.5%**

*After enjoying a grand success in the Indian auto market, the Linea & Grande Punto to be available at higher prices from January.*

**Mumbai, 15 December 2009:** On the back of the gala launches of the Linea and Grande Punto in 2009, Fiat has enjoyed a very successful year in the Indian market. Riding on the great looks and performance of the two cars coupled with the aggressive introductory pricing strategy that was employed Fiat managed to clock in very impressive numbers for the current year. The pricing strategy employed for the two Fiat cars was also instrumental in maximizing the impact of the launches and creating higher recall for Fiat in the minds of Indian consumers.

With the Linea and Grande Punto having enjoyed such impressive sales since their entry into the Indian market, Fiat will now set out a new pricing for both of them. Owing to increasing input costs through the year, the company has taken the decision to have the prices of the Linea and the Grande Punto increased by 2 – 2.5%. Prices would go up by about Rs.15,000 on average, and upto Rs.25,000 for some of the versions. The price increase will be effective from 1<sup>st</sup> January 2010. The prices of the Fiat Palio Stile will remain unchanged.

Since its launch in January 2009, the Linea has clocked more than 12,000 units of sales; and the Grande Punto, launched in June has sold more than 9000 plus units. Both Linea & Grande Punto are available in FIRE petrol & Multijet diesel options.

On the upcoming price increase for the Linea and the Grande Punto, **Mr. Rajeev Kapoor, President & CEO, FIAL** said, *“Both the Linea and the Grande Punto have received a tremendous response in the Indian market and clocked very impressive numbers. The initial pricing of both the cars was an introductory offer so as to allow more patrons to experience these great products. Input material costs have gone up substantially and without wanting to burden our consumers too much, the cars will now be available with a price increase of 2-2.5%. The Linea & Grande Punto continue to be two of the most attractive propositions in their respective segments.”*

Both of these marquee cars – the Linea and Grande Punto have created a real stir in the Indian auto sector owing to their great looks and admirable performance and continue to be amongst the leading pack in auto sales in 2009.

### **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 sports 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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