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**For Immediate Release**

## **FIAT ANNOUNCES THE LAUNCH OF THE NEW PALIO STILE**

- *Two petrol engine options 1.1litre (Rs.3.49 lakhs to Rs.3.90 lakhs) and 1.6 litre (Rs.4.31 lakhs) -*

**Mumbai 4th April 2007:** Fiat in India today announced the launch of the new Fiat Palio Stile in two petrol engine options: Palio Stile 1.1 (in three versions- SL, SLE, SLX) and Palio Stile 1.6 (Sport).

The Palio Stile 1.1 is priced in the range of Rs.3.49 lakhs to Rs.3.90 lakhs (ex-showroom, Delhi), while the Palio Stile 1.6 is priced at Rs.4.31 lakhs (ex-showroom, Delhi). The entire range is available through the country-wide Tata-Fiat network of 63 dealerships covering 42 cities.

Focused on being fuel-efficient, the Palio Stile 1.1 comes with a 4 cylinder 1.1-litre petrol FIRE engine, providing a maximum power of 57 PS @ 5250 rpm and excellent torque of 92 Nm at low rpm of 2750. This enables a high fuel average of 15.5 km/litre under test conditions.

Designed for auto enthusiasts, Palio Stile 1.6 Sport comes with a 1.6 litre engine with an increased power of 100 PS @ 5500 rpm with a torque of 137 Nm @ 4250 rpm. It is the only sporty B segment hatchback available in the country.

Both models feature an electrical multipoint fuel injection system with a 32-bit microprocessor. The car is equipped with all desired features such as power steering, central locking, fire prevention system (FPS), engine immobilizer, fog lamps, with a manual Gear Box 5 + R, all speed synchromesh and a front wheel drive.

The interiors of the Palio Stile are beige in colour, sporting a trendy two-toned dash board, comfortable seats and a very low index of articulation (quietness of cabin). The 1.1 Palio Stile comes in six attractive colours, Furnace Red, Ozone Blue, Alpine Green, Mint White, Carbon Black and Magnesium Grey. The Palio Stile 1.6 Sport comes in Formula Red and Carbon Black.

Commenting on the launch, **Mr. Giovanni de Filippis, Managing Director, Fiat India Automobiles Pvt.Ltd.** stated, *“With the introduction of the new technology in Palio Stile we aim to offer our customers higher fuel efficient cars. Our partnership with Tata provides our customers countrywide access to our products, backed by better and faster service. We believe that coupled with the right features and price, the new Fiat Palio Stile is slated to be a runaway success on the Indian roads.”*

Speaking on the occasion, **Tata Motors President - Passenger Car Business Unit, Mr. Rajiv Dube**, said, *“The launch of the new Fiat Palio Stile will bring added excitement to the joint Tata-Fiat portfolio of products. The car is refreshing in its distinctively Italian appeal. The Palio Stile is the fourth new product offering to appear in our showrooms in the last three months, complementing a widening and growing choice of six Tata and two Fiat models for the Indian market.”*

## **Notes to the Editor:**

### **About Fiat**

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One of the pioneer companies in the automobile industry, Fiat has produced approximately 90 million passenger cars and light commercial vehicles, including no less than 400 models, since 1899, when the company was founded in Turin, Italy. Some of them have represented milestones in the automotive industry. The Fiat Group's Automobiles Sector operates world-wide with the following brands: Fiat, celebrated for value, economy, and innovation and whose mass produced cars are distributed over almost the entire price class spectrum; Lancia (acquired in 1969) means prestige cars noted for their elegant styling, and comfort; Alfa Romeo (acquired in 1986) is famous as a maker of sport and luxury vehicles of style and distinction; Maserati (acquired in 1992) represents a landmark in the history of the automobile; Ferrari (acquired in 1969), well renowned for unsurpassed design, performance, and luxury, is a legendary automobile that imparts special cachet to its owner.

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[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.maserati.com](http://www.maserati.com); [www.ferrariworld.com](http://www.ferrariworld.com)

### **About Tata Motors:**

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Tata Motors is India's largest automobile company, with revenues of US\$ 5.5 billion in 2005-06. With over 4 million Tata vehicles plying in India, it is the leader in commercial vehicles and the second largest in passenger vehicles. It is also the world's fifth largest medium and heavy truck manufacturer and the second largest heavy bus manufacturer. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, and South East Asia and in Australia. Tata Motors already distributes Fiat-branded cars in India, besides the industrial joint venture in India with Fiat Auto to manufacture passenger cars, engines and transmissions for the Indian and overseas markets. The company's international footprint include Tata Daewoo Commercial Vehicle Co. Ltd. in South Korea; Hispano Carrocera, a bus and coach manufacturer of Spain in which the company has a 21% stake; a joint venture with Marcopolo, the Brazil-based body-builder of buses and coaches; and a joint venture with Thonburi Automotive Assembly Plant Company of Thailand to manufacture and market pickup vehicles in Thailand. Tata Motors also has an agreement with Fiat Group Automobiles to build a pick-up vehicle at Córdoba, Argentina. Tata Motors has research centers in India, the UK, and in its subsidiary and associate companies in South Korea and Spain.

[www.tatamotors.com](http://www.tatamotors.com)

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**For further media information contact:**

Marius D' Lima  
Head - Corporate Communications  
Fiat India  
98201 29889, 2509 7306  
[www.fiat-india.com](http://www.fiat-india.com)

Saman @ Perfect Relations: 9892460612/24216746/48  
Shailesh @Perfect Relations: 9892355814

Debasis Ray  
Head - Corporate Communications  
Tata Motors  
92233 66824 / (022) 6665 7209  
[www.tatamotors.com](http://www.tatamotors.com)

Suresh Rangarajan @ Vaishnavi Corporate Communications: 98216 11560