

Press Release

FCA India Absorbs Rising Input Costs and Optimizes Value Proposition on Fiat Cars

Gears up for 2017 with a sharper focus on Customer Centricity

- The entire Fiat Linea range is now available to customers well under Rs. 10 lakh
- Linea's base variant, 1.4 Petrol Active is the most affordable in its segment at Rs. 7.25 lakh (ex-showroom, New Delhi)
- The Fiat Punto EVO 1.2 Dynamic is the most affordable premium petrol hatchback in its segment at Rs. 5.45 lakh (ex-showroom, New Delhi)
- FCA will sharpen focus on quality and efficiency of customer service at nationwide sales and service outlets – in 2016 over 30,000 Fiat customers were serviced across India through over 500 service camps
- Attracts new investors in the sales and service network and will overhaul existing network

MUMBAI | Thursday, January 05, 2017: FCA India, the wholly owned subsidiary of the world's seventh largest automaker Fiat Chrysler Automobiles enriches the value proposition of the Fiat Linea and Fiat Punto EVO range of cars by reducing prices up to 7.3% on the former and close to 7% on the latter. The new prices will be applicable with immediate effect on the current model year of the Linea and Punto EVO. This move brings the Linea range under the Rs. 10 lakhs (ex-showroom).

FCA that parents both Fiat and Jeep brands, as part of its vision for 2017, is also sharpening its focus on customer centricity.

Articulating his vision for 2017, Kevin Flynn – President and Managing Director, FCA India said, “2017 is a significant year for FCA as we enter a new phase of growth with both our brands - Fiat and Jeep. We want to make this the year of our transformation in our approach towards engaging with existing customers and winning new ones. This thought led us to start the new year by enhancing the value proposition on our feature-rich Linea and Punto EVO, as the first step. This year, we will move the needle on our sales and service network for which we have started implementing significant changes.”

Better value proposition and lower cost of ownership

FCA has revisited its pricing strategy on Fiat products to make them more attainable than before. The prices of the Urban Cross and the Avventura were already realigned in 2016 and so was the Abarth Punto which is the most affordable hot-hatch in India today, being positioned under Rs. 10 lakh ex-showroom. Offering a price benefit of up to 7.3% on the current model year of the Fiat Linea and close to 7% Fiat Punto EVO, customers will now spend less on registration, insurance premium outflow etc, which optimizes the initial Cost of Ownership. This enhances the value of the Linea and Punto EVO product package as both these cars offer many aspirational, premium features as standard across the range, right from their base variants.

PRODUCT USP			
Fiat Linea		Fiat Punto EVO	
Longest car in its segment		Highest ground clearance	
Highest ground clearance		Reindeer headlamps	
Offers cruise control		16-inch alloy wheels	
Strong build quality		Smart, premium-flat blade wipers	
Standard Smart Tech AVN		Dual stage driver airbags	
Standard soft touch IP		Standard soft touch IP	
Collapsible rear sun curtain		One-touch power windows	
Rain sensing wipers		Rear AC vents	
Dual stage driver airbags		Timeless Italian styling	
One-touch power windows		Optical guide LED tail lamps	
Auto & follow me home headlamps		Ambient light	
NEW PRICES – All ex-showroom, New Delhi and in INR			
Fiat Linea		Fiat Punto EVO	
1.4 PDA Petrol Active	725,000*	1.2 Petrol Dynamic	545,000*
1.4 TJet Petrol Emotion 125s	990,000	1.3 MultiJet Active	640,000
1.3 MultiJet Diesel Active	870,000	1.3 MultiJet Dynamic	700,000
1.3 MultiJet Diesel Dynamic	940,000	1.3 MultiJet Dynamic	755,000
1.3 MultiJet Diesel Emotion	999,000		

**Most affordable petrol variant in segment*

Transforming the quality of sales and service experience

FCA is currently in the phase of overhauling its sales and service network to make it modern and better equipped to handle more footfalls in the new year. The company has launched the new format of dealer showroom, called Destination Stores, and workshops in Delhi, Mumbai, Chennai, Ahmedabad, Kochi and Bengaluru, adding to its existing network. The car and SUV manufacturer will have Jeep-exclusive as well as Fiat-Abarth-Jeep Destination Stores by mid-year.

Commenting on the network strategy, Flynn said, “We will have a combination of new investors and existing dealer partners in our network enhancement drive. Quality and efficiency is our primary focus. Our network expansion plan will be proportionate to our growing volumes, now with the Jeep Compass joining the current product portfolio.”

More attention to customers nationwide with better after-sales service

FCA conducted customer outreach camps in 500 locations across India in 2016. This initiative, which will be continued in 2017. In addition to the outreach camps, the company will conduct five mega service camps at its authorized dealerships nationwide across the year. FCA is also planning to improve genuine spare parts availability in the market by appointing more distributors.

Key highlights of FCA after-sales service in 2016:

- 500 customer outreach camps conducted and 6000 Fiat cars were serviced
- Five Mega Check-up Camps were conducted and 25,000 customers were serviced
- Spare parts availability at FCA's Chakan warehouse has been doubled and has a high fill rate of over 96%
- FCA offers customer an option of ordering spare parts online and ensures door-step delivery

Preparing technical personnel across workshops

Technical personnel are being trained to bring in more quality and efficiency in the service process, which will improve customer satisfaction in a big way. FCA, annually organizes unique capability building contests for Service Advisors and Skilled

Technicians across its nationwide authorized workshops wherein the contestants are presented with real-time case studies and are tested for their consulting and technical skills. Such contests have helped FCA build commitment and create a sense of ownership in their technical staff that services products and improves customer satisfaction.

Kevin Flynn concluded, “FCA is fully committed to India with both Fiat and Jeep brands. We will have a concentrated focus on customer centricity by ensuring a more modern sales and service network, better spare parts availability, a more delightful brand experience in our showrooms, lower cost of ownership without compromising on quality and interface with our professional and cheerful personnel at our sales and service outlets.”

About Fiat Chrysler Automobiles

Fiat Chrysler Automobiles (FCA) designs, engineers, manufactures, distributes and sells vehicles under the Abarth, Alfa Romeo, Chrysler, Dodge, Fiat, Fiat Professional, Jeep, Lancia, Ram, SRT brands as well as luxury cars under the Maserati brands.

FCA also operates in the components sector, through Magneti Marelli and Teksid, and in the production systems sector, through Comau, and in after-sales services and products under the Mopar brand name. In addition, the Group provides retail and dealer finance, leasing and rental services in support of the car business through subsidiaries, joint ventures and commercial agreements with specialized financing services providers.

FCA is an international auto group engaged in industrial activities in the automotive sector through companies located in 40 countries and has commercial relationships with customers in approximately 150 countries.

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