

FIAT 2009!

thoroughly exciting for lovers of
when India gets up to speed with
shoulders with the rest of the

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HATCHBACKS?



FIAT BRAVO

In India by: Jan 2009
Will cost: Rs 6-7 lakh

Although the Fiat's Bravo plan for India started off looking at the CBU route into the country and for primarily acting as a brand-building model in the market, things have changed since. After Fiat's major investments in its Ranjangaon facility, Fiat's family hatchback will be launched soon in India, and is expected to intensify the skirmishes in the medium hatchback space. With its thoroughly European looks and distinctive charm, the Bravo is expected to be a hit amongst young urban Indians. Good interiors, ample creature comforts and an expected 1.9-litre Fiat Multijet engine, the car

should move as well as it looks. Other engine options may include an 1.6-litre petrol engine that will dish out goPS in its mildest state of tune. There are chances of the commonly seen and shared 1.3-litre diesel engine being employed in the Bravo as well. Competing with the large and premium hatchbacks like the Hyundai i20, the yet-to-be-launched Honda Jazz and the Suzuki Ritz, the strengths of the Bravo will be its stunning looks combined with practical qualities like oodles of space on the inside and characteristic Fiat handling. All that is needed is a competitive price point, and the Bravo promises to be a car that combines sense and style, and could work in Fiat's favour in 2009.

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