



*Press Release*

*For immediate dissemination*

### **Fiat launches the new Palio Stile Multijet in Mumbai**

~The new Palio will carry the world-class multijet engine and will be supported by a robust network of Tata-Fiat dealers~

**Mumbai, March 11, 2008:** Fiat India Automobiles Pvt Ltd, today launched the latest Palio Stile with the much awaited multijet diesel engine at an event held here today. The Palio Stile is the current car from Fiat's stable in India which is currently available in 2 petrol versions - 1.1L and 1.6L Sport. The company, a joint venture between Fiat and Tata Motors, is simultaneously strengthening the Tata-Fiat network of dealers to ensure good after-sales support for the car-owners.

Speaking on the occasion **Mr. Rajeev Kapoor, CEO, Fiat India Automobiles Pvt Ltd** said, "Fiat has kept its promise of making this an exciting year for its customers. Launch of the Palio Stile multijet version is first in the line of many exciting launches lined up by Fiat through this year. With this car which is equipped with Fiat's world-renowned multijet technology we hope to make further inroads in the **B** segment. Fiat's multijet engine is being produced under licence by other manufacturers and it has proved its mettle in the cars launched internationally and in India. The success of this engine can be attributed to the fact that it is a powerful yet fuel efficient engine which is perfect for Indian conditions."

The fuel efficient yet powerful **Palio Stile multijet** will come with a 4 cylinder multijet diesel engine- from FPT- Fiat Powertrain Technologies providing a maximum power of 75 PS @ 4000 rpm and excellent Torque of 184 Nm at a low rpm of 2000. This enables a fine balance of performance, refinement & fuel economy. The car will come with a manual Gear Box 5 + R, all speed synchromesh and a front wheel drive.

The Palio Stile Multijet will be available in 5 exciting colors - *Furnace red, Magnesium grey, Ozone blue, Mint White and Carbon black*, across 3 versions – SD, SDE & SDX.

The car will be manufactured at the Ranjangaon plant near Pune and is the first major launch after the company introduced the Palio Stile last year. The car is being launched across India through an aggressive communication campaign through Print & Television.

The car will be priced as follows:

- SD-Rs. 4, 37,960(Ex-showroom Delhi)
- SDE-Rs. 4, 57,962(Ex-showroom Delhi)
- SDX Rs. 4, 77, 968(Ex-showroom Delhi)

The Tata-Fiat dealer network will ensure easy availability of the car and satisfactory after-sales service for the owners. The car will be available across the country at all Tata-Fiat dealers by mid-March 2008 and will be supported by 64 dealers and 18 service centres. Eventually, the number of Tata-Fiat dealers is expected to reach 100 by year-end, which will provide a strong geographical reach to the network.

#### About Palio Stile:

Apart from the multijet version, Fiat's Palio Stile is available in two petrol engine options. The fuel efficient **Palio Stile (in three versions – SL, SLE, SLX)** comes with a 4 cylinder 1.1L 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/l under testing conditions.

The **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 is configured for the auto enthusiasts. It is the only sporty B segment hatchback available in the country. Both models come with an Electronic multipoint fuel injection, 32 bit microprocessor Fuel system. The Palio Stile comes with a manual Gear Box 5 + R, all speed synchromesh and a front wheel drive.

The car is equipped with all desired features such as power steering, central locking, fire prevention system (FPS), engine immobilizer, fog lamps etc. 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).

#### About 1.3 Multijet 16 v engine:

The 1.3 Multijet 16v is a 1251 cc 4 cylinder in line power unit, chain-driven timing system with rocker control (a maintenance-free solution), hydraulic tappets, a cast iron crankcase with an aluminium base, an aluminium cylinder head and steel crankshaft and connecting rods.

The 1.3 Multijet 16v is provided with a turbocharger with wastegate and intercooler. It also features an electronically-controlled EGR system and an exhaust gas cooling device: the 1.3 Multijet 16v already meets Euro 4 emission limits. It is also one of the very few engines in the world to achieve this result without adding a sophisticated exhaust post-treatment device such as a particulate trap.

The fuel and combustion systems are designed to operate at very high pressures that range from 1400 bars of diesel in the rail to 160 bars of gas in the cylinder. As far as customers are concerned, all the technology packed into the pint-sized 1.3 Multijet 16v means a reduction in fuel consumption. All this comes with:

- lower noise levels
- improved comfort: fewer alternating masses means fewer vibrations
- a smooth, satisfying drive due to very gradual torque delivery
- all the flexibility and prompt responses of a diesel that thinks it's a petrol engine due to its wide rpm range
- the green features that allow this engine to improve on the main environmental advantage of diesel engine – i.e. fuel economy – by reducing their main drawback, i.e. particulate emissions.

The engine has been developed by FPT – Fiat Powertrain Technologies, a new division of the Fiat Group responsible for developing, researching, designing and producing engines and gearboxes for all applications: cars, industrial vehicles, boats, agricultural vehicles, power generation. With around 20,000 employees, 15 plants and 10 research centres in 7 different countries, this company is one of the largest powertrains manufacturers in the world. Approximately 3000 highly specialised technicians at FPT work exclusively on developing and engineering innovative technologies. More than 40 patents filed each year are proof of the quality and dedication that make Fiat Powertrain Technologies a centre of technological excellence and non-stop innovation.

#### About Fiat India Automobiles Pvt Ltd:

**Fiat India Automobiles Private Limited (FIAPL)** 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 650 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 FIAPL is capable of producing 100,000 cars and 200,000 engines, besides aggregates and components. The company plans to double the production capacity for both car units and engines in the next few years. Currently manufacturing the Palio Stile 1.1 and 1.6 models, premium Fiat cars such as the Grande Punto and Linea are expected to roll out soon in the B and C segment from the facility within 2008. The facility will also manufacture Fiat's successful 1.3 litre Multijet diesel engines and 1.2 & 1.4 litre Fire gasoline engine and the C549 transmission, evolution for the Indian market of the European C510: start of production of all powertrains is foreseen by first quarter 2008. Apart from Fiat cars, the facility will also produce Tata passenger and next generation cars with investment exceeding € 650 Million. The plant is expected to provide 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 Professional, 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 the largest automobile company in India, with revenues of Rs. 32,426 crores (USD 7.2 billion) in 2006-07. It is the leader in commercial vehicles in every segment and the second largest in the passenger vehicles market with winning products in the compact, mid-size car and utility vehicle segments. The company is the world's fifth largest medium and heavy commercial vehicle manufacturer and the world's second largest medium and heavy bus manufacturer.

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)

.....

**For more information, please contact:**

Marius D'lima

Head – Corporate Communications

**Fiat India Pvt. Ltd.**

Tel : +91 98201 29889

Email: [marius.d'lima@fiat.com](mailto:marius.d'lima@fiat.com)

Aman Hashmat

Senior Image Manager

Perfect Relations

Mob:- 9870488005

E-mail:- [ahashmat@perfectrelations.com](mailto:ahashmat@perfectrelations.com)

Sachin Bhandary

Associate Image Manager

Perfect Relations

Mob:- 9819954815

E-mail:- [sbhandary@perfectrelations.com](mailto:sbhandary@perfectrelations.com)

~ ENDS ~