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Fiat Cancels Bravo Launch In India



It is unlikely Fiat will launch the Bravo in India, due to the sudden downturn in the auto market. If launched, Bravo would have attracted nearly 100% import duty, just like its three-door hatchback [Fiat 500](#) (which costs above Rs. 13 lakh) in India. The [Fiat Bravo](#) and Fiat Brava are small family cars produced by the Italian automaker from 1995 to 2001. The name was revived for 2007 with an all-new replacement for the Stilo, the new version will use only the Bravo name and is not available with three doors.

Fiat and Tata Motors will not launch models in segments where they would have to compete with each other. However, they will jointly cooperate with each other and be interdependent on each other's forte. While Tata Motors taps Fiat's technology and support as well as the share of the numbers that the Linea and Grande Punto make. Furthermore, it also gets to manufacture cars in Fiat's brand new Ranjangaon plant. Fiat on the other hand gets access to the Tata Motors' huge sales and service distribution network in India.

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