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Fiat Commences Linea Exports To Sri Lanka



Fiat India has announced its intent to increase its focus on exports as the company looks at increasing its sales in the country. The Italian automaker has exported the Fiat Linea to Sri Lanka, where Speed Italia is the official dealer. The first batch of cars which is set for the export comprises of 72 cars of which 50 cars have been allotted to the Sri Lankan Air Force officials on delivery at the time of the inauguration. The Linea 1.4 Emotion Pack is the model being sent to the island country. Fiat is also looking at exploring other right hand drive markets such as Bhutan and Australia. The car market size in Sri Lanka is around 20,000 units per annum and Fiat expects to sell 1000 units in the first year. Fiat India also exports cars to South Africa and Nepal and have till date exported 4000 units of the Grande Punto and Linea to these countries.

"The Fiat Linea has been very well received by customers and auto enthusiasts in India as it has redefined the segment with its superior design, stylish looks, performance and precision engineering. The exports of the Linea to Sri Lanka plays a significant role in reaching out to the international markets and establishing our presence globally. We are confident that we will be able to procreate the success of this car overseas as well and thereby expand our footprint and brand identity across markets. This is a step in the direction of reaffirming our position as an international auto giant," Mr. Rajeev Kapoor, CEO, Fiat India, said.



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