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Fiat India Exports Linea To SA



Fiat India has announced its intent to increase its focus on exports under which they have exported the [Fiat Linea](#) to South Africa. As part of this strategy, Fiat has begun testing new growth opportunities overseas with sharp focus on SAARC countries like Nepal, Bhutan and Sri Lanka as well as other right hand drive countries. The company targets to export 7000 units of Fiat's India manufactured cars this year.

"The Fiat Linea has been extremely well received by customers and auto enthusiasts in India as it has redefined the segment with its superior design, performance and precision engineering. The export of the Linea to South Africa is an integral part of our endeavour to reach out to international markets and establish our presence beyond India. We are confident that we will be able to replicate 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.

The exported batch of Linea is similar to the one driven on Indian roads. Fiat's products have been well received in South Africa in the past and cars were supplied to this country from Fiat's plants in Brazil and Europe. Fiat India expects to receive a good response to the Linea 1.4 emotion pack in this market. This is not the first time that Fiat has entered an export venture in South Africa. In the last 12 months, the company has exported Palio to South Africa

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