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Fiat Rolls Out Upgrade Offer On Punto & Linea



Fiat is running a promotional campaign 'Diesel at the price of petrol' wherein Grande Punto and Linea buyers will get a chance to own a diesel Linea or Punto at the price of the petrol variant or receive equivalent cash back. Many winners will qualify for fuel vouchers for a full 1 year's supply of petrol or diesel. All buyers of Fiat cars in July will be provided free fuel for three months (worth Rs. 13,500/-) in addition to discounts on first year's insurance and free 50 months road side assistance along with exchange bonus of upto Rs. 20,000/- for upgrading to a Linea or Grande Punto. Linea T-Jet buyers will be eligible for discount of Rs. 1,00,000/-.

"Across the world, diesel technology has evolved and diesel cars are no longer considered inferior to petrol cars. With the rise in petrol prices, diesel cars make for an even more attractive proposition and Fiat has been leading the diesel revolution across the world and even in India. The multitudes of cars which sport Fiat's multijet engines are a testimony to this fact. With 'Diesel at the price of Petrol' we plan to help more car owners have the joy of owning a Fiat diesel," Mr. Rajeev Kapoor, President and CEO, Fiat India, said.

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