

Published based on [FIAT Kick Starts First FIAT Caffè](#)

FIAT Kick Starts First FIAT Caffè



FIAT has launched its first FIAT Caffè in India. Opened at Tolstoy Marg, the Caffè will help FIAT promote its brand to customers. Another Caffè is coming up in Pune, making India the only country in the world to have multiple FIAT Caffès. Special trained staff will help prospective customers in getting more details on a FIAT car, including a test drive and all the details of the vehicle. International FIAT merchandise is on sale as well and the theme of the Caffè is very Italian. There is a library at the Caffè as well, which will feature books on FIAT's history. The first FIAT Caffè is located at 40-42, Janpath, Connaught Place, New Delhi and the company claims the Italian coffee is a must have.

"The launch of FIAT Caffè is an integral part of our strategy to showcase our commitment to the Indian customer and market. With this Caffè we aim to promote our Italian heritage and the 'real' FIAT brand, by engaging a passionate connect amongst the audience and prospects with FIAT automobiles. The Caffè will provide us with an opportunity to hold an array of events, both car and lifestyle related, demonstrating the values and culture we share at FIAT, amidst the Italian ambiance while sipping on authentic Italian coffee," Mr. Rajeev Kapoor, President and CEO, FIAT India, said.



You can also find this article published on [FIAT Kick Starts First FIAT Caffè](#), and on the tag pages [Fiat](#).