



Carnation Auto executes its complete Vision with the launch of 'Auto Premio Solutions' in partnership with Magneti Marelli After Market

Carnation Milestones: 20 Hubs * 13 Cities * 1,000 Employees

10 Business Verticals * 100,000 Cars

Carnations Auto's flagship Hub in Gurgaon showcases the entire 10 Business Verticals- General Service, Body Repair, Parts, Value Added Services, Accessories, Insurance, DC Design, Workshop on Wheels, CarExchange & Auto Premio Solutions.

New Delhi, June 24, 2010: Carnation Auto today in collaboration with Magneti Marelli After Market division announced the launch of 'Auto Premio Solutions' at its flagship Hub in Gurgaon. With the launch of the 'Auto Premio Solutions', Carnation Auto has now executed its vision of building India's premier multi-brand auto solutions company in under 20 months. 'Auto Premio Solutions' has the capability to provide comprehensive automotive solutions for most luxury and premium car brands in the Indian market. The strategic alliance with Magneti Marelli equips Carnation Auto to service the entire range of cars in the Indian market under one roof- from entry level to top luxury cars.

'Auto Premio Solutions' will supplement the service network and will be positioned between the Authorized Service Centers and other independent shops. As a step towards consolidating the market and increasing its footprint, 'Auto Premio Solutions' will contemplate expanding to other metros to benefit a larger customer base of premium and luxury cars. The vital task of distribution of genuine parts in the lucrative and highly potential Independent Aftermarket in the country will be the next focus of the partnership for both the companies. Magneti Marelli After Market will bring to the Indian Market its own branded parts and also parts coming from its global partnership in the independent aftermarket.



Speaking on the occasion, **Mr. Jagdish Khattar, Chairman and Managing Director, Carnation Auto** said, “With the launch of ‘Auto Premio Solutions’ we have successfully executed our vision of building a complete one-stop shop for multi-brand automotive solutions and provide ‘experience destinations’ for our discerning customers. Our hard work towards providing complete solutions has been recognized by our customers and crossing the 100,000 vehicles mark is a testament to this. I extend my sincere gratitude and wish to thank all our customers who believed in us and also our team members and partners in making Carnation Auto a household name in the automotive space.”

Speaking at the launch, Mr. Dino Maggioni, CEO, Magneti Marelli Aftermarkets Parts and Services, said, "The Indian market is key for Magneti Marelli and provides growth opportunity for us. Through the launch of ‘Auto Premio Solutions’ we bring to this market our expertise in servicing premium cars, the quality of our tools and parts and the solid, global partnerships we have in the aftermarket."

The 10 Verticals which are operational at Carnation Auto’s flagship Gurgaon hub with the launch of ‘Auto Premio Solutions’ include General Repair, Body Shop, Parts, Accessories, DC Design, CarExchange (Multi-Brand Certified Pre-owned and New cars), Value Added Services, Workshop on Wheels (WOW), ‘Auto Premio Solutions’ and Insurance.

Carnation Auto has accomplished significant milestones in its brief journey since its launch in October 2008. These include establishing 20 operational hubs with 557 bays across 13 cities with 5 more in the pipeline, direct employment to over 1,000 people and delivering over 100,000 vehicles.

About Carnation Auto:

Carnation Auto is an initiative by Mr. Jagdish Khattar, with a vision of developing India's largest independent multi-brand automobile sales and service network. Carnation is in the process of setting up a state-of-the-art network of integrated multi-brand auto sales, services and related solutions across the country to enhance the overall experience of owning a car and to optimize the cost of ownership. Carnation provides complete solutions for almost all brands of cars, starting from quick servicing, mechanical repairs, body repairs, accessories, insurance, pre-owned cars, ‘Auto Premio Solutions’ in partnership with Magneti Marelli After Market, car customization solutions with DC Design and even doorstep service through a chain of workshop on wheels.



Carnation Auto had raised its first round of funding of Rs108 crore from marquee investors PremjiInvest and IFCI Ventures. Recently it received loan funding of Rs 170 crore from Punjab National Bank for executing the nation-wide rollout of its multi-brand auto solution hubs. Carnation Auto has also entered into an exclusive collaboration with DC Design to offer completely customized car solutions and semi-customized kits across the country. The DC designed cars will be made available exclusively through Carnation's nationwide hubs. They have partnered with Magneti Marelli a world leader in automotive parts and service to service premium and luxury brands and to distribute parts in the independent aftermarkets.

For further information, please visit www.carnation.in

About Magneti Marelli After Market Parts & Services:

Magneti Marelli After Market Parts and Services is the division of Magneti Marelli devoted to all the activities related to the automotive aftermarket. and service networks The company has about 500 employees, 8 main locations throughout the world (Italy, Argentina, Brazil, Germany, Greece, France, Poland, and Spain) and a turnover that reached a total of about 240 million euros in 2009. A similar sales volume is developed through OES activities directly with the carmakers. Magneti Marelli Aftermarket Parts and Services distributes spare parts, automotive components and information to the Independent Aftermarket, through a network of spare parts dealers; and provides assistance, services, products and know-how through a network of authorised workshops. Other significant figures: a number of 372 days of training per year with 6400 participants in Italy; 34 products lines and 16% market share lighting and 65% shocks.

Magneti Marelli Aftermarket Parts and Services operates on the repair market under the trademark of Magneti Marelli Checkstar Service Network in Europe, while in Latin America, in addition to the Checkstar name, Magneti Marelli also operates under the Cofap name.

Putting together all the various trademarks, the network has almost 4,800 workshops worldwide, 1,800 of which in Italy, about 1500 in Europe and about 1500 in South America.

Concerning spare parts for allmakes, Magneti Marelli After Market Parts and Services catalogue lists about 30,000 parts numbers divided into 30 product lines, in the following sectors: Electrics & Electronics, Mechanical, Bodywork, Consumables.

Magneti Marelli designs and produces advanced systems and components for the automotive industry. With its 67 production facilities (80 production units), 10 R&D centres and 28



application centres in 18 countries, 33,000 employees and a turnover of 5.4 billion Euros in 2008, the group supplies all the leading carmakers in Europe, North and South America and the Far East. Its business areas include: Powertrain, Lighting, Electronic Systems, Suspensions and Shock absorber systems, Exhaust Systems, Aftermarket Parts & Services, Plastic Components and Modules, Motorsport. Magneti Marelli is part of Fiat Group.

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