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Fiat Doblò to Enter North American Market Under the Ram Brand

September 8, 2011, Auburn Hills, Mich.; Istanbul, Turkey; Turin, Italy - A Letter of Intent has been signed between Fiat Group Automobiles SpA (FGA) and its Turkish joint-venture partner TOFAS for the supply of the Fiat Doblò vehicle to Chrysler Group where it will be sold in the U.S. and Canadian markets under the Ram brand.

Exports of the Doblò, recently voted "International Van of the Year 2011," will commence in early 2013. The seven-year supply agreement calls for TOFAS to export a total of 190,000 units of the successful Doblò vehicle from its Bursa facility – Turkey's largest automobile production plant.

TOFAS will invest over \$160 million (USD) for the necessary U.S. and Canadian homologation and customer requirement modifications.

Listed on the Istanbul Stock Exchange and established 43 years ago in 1968, TOFAS is a joint-venture between Fiat Group Automobiles SpA and the Koc Group.

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