



Machine Tools • Engineering • Automotive

www.premier.co.in

July 31, 2012

The Manager
Listing Department
National Stock Exchange of India Limited
"Exchange Plaza", C-1, Block-G
Bandra -Kurla Complex
Bandra (East)
Mumbai – 400 051

By Fax / Hand Delivery

Scrip Symbol: PREMIER

Dear Sir,

**Press Release "Premier to start RiO deliveries with 1.3 litre
multijet diesel engine supplied by FIAT"**

We are sending herewith a copy of the Press Release in respect of our Automotive business, for your information and record.

Thanking you,

Yours faithfully,
For Premier Ltd.

Ramesh M. Tavhare
Vice President (Finance and Legal)
& Company Secretary



Press Release

Premier to start RiO deliveries with 1.3 litre multijet diesel engine supplied by FIAT

Mumbai, 31ST July 2012

- Premier Ltd. (formerly known as Premier Automobiles Ltd.) will commence deliveries of its compact suv RiO equipped with the 1.3 litre multijet diesel engine sourced from FIAT India Automobiles Ltd from Thursday, 2nd August 2012 through its dealers in select cities across the country.
- The engine will be badged as 'CRDi4' in the Premier RiO.
- The price for various versions of the RiO equipped with this CRDi4 engine will start at Rs 6.7 lacs (ex showroom Pune)
- The Company's assembly plant is fully geared up and it will be able to supply up to 1000 units /month initially.
- This is the same engine used by some of India's leading car manufacturers and the commonality will enhance service, parts and maintenance for the RiO all over India
- Equipped with this CRDi4 engine the RiO will be BS 4 emission compliant, and will enhance its drivability both in the city and on highways with a fuel efficiency of 19 km/L.
- The 1.3 litre CRDi4 RiO will be available in 4 colours: black, white, red and silver.
- Premier currently has a nationwide sales and service network of 55 dealers that is being raised to 100 by December 2012. It is also setting up 200 authorized service outlets all across the country called PASS (Premier Authorized Service Stations) equipped to support the RiO.
- Maitreya Doshi, Premier Chairman & MD says, "the initial dealer response to the new version of the RiO with this amazing engine has been overwhelming. We expect this vehicle to delight customers immensely: it is great looking and now thrilling to drive.... a true value- for- money proposition. The RiO is for those who want to be different; to stand apart."

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Registered Office & Works: Mumbai-Pune Road, Chinchwad, Pune-411019, India. Tel: +91-20-66310000/ 27475161, Fax: +91-20-66310371

Visit us at our new microsite www.premierrio.com to learn more about the RiO



TECHNICAL SPECIFICATIONS

Overall Length	3970 mm
Overall Width	1570 mm
Overall Height	1730 mm
Wheelbase	2420 mm
Track Front	1305 mm
Track Rear	1310 mm
Turning Circle Radius	4.7 m
Ground Clearance	200 mm
No. of Cylinders	4
Engine CC	1248
Max. Power	72 bhp (53 kw) @ 4000 rpm
Max. Torque	183 Nm @ 1800-2400 rpm
Emission	BSIV

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