



Premier plans 200 Authorized Service Stations for 'RiO' by June, 2012

Mumbai, 24th January 2012

- Having received a tremendous customer response for the 'RiO' at the 11th Auto Expo 2012, including new dealership applications, Premier Ltd. is ramping up its after sale service network all over India by setting up '**Premier Authorized Service Stations**', branded as '**PASS**'. The Company plans to have 200 such service centres for the RiO nationwide by June 2012. A dedicated team has been formed to implement this initiative in a time bound manner thereby expanding the service network for RiO customers.
- The Company is also adding another 30 dealers to its existing network of 50 dealers, taking its overall network to 80 dealerships by June 2012. Premier is targeting 100 dealerships and 300 service stations by December 2012, for easy service and repair in all major markets.
- Premier will offer RiO spare parts at very reasonable prices. According to Rakesh Mehta, VP (Automotive), *"We look at spare parts purely as customer service and not as a profit centre. Consequently, our spare parts cost much less than comparable vehicles. RiO customers will not face any problem with sales, parts or service. Premier has been established in the passenger vehicle's business for over 60 years and we understand the need for strong after service and parts distribution."*
- Premier also has a tie up with 'India Assistance' to provide 24x7 breakdown service. Additionally, the Company has taken further steps to provide 24x7 mobile service attending to service calls within 8-10 hours at any given place across India.

About Premier Ltd.

- Premier Ltd. (formerly Premier Automobiles Ltd.) is India's oldest auto company, commencing commercial production in 1948 through license agreements with Chrysler Corporation and subsequently with FIAT, Italy. It achieved 100% localization of its cars in 1968 and remained the market leader until the mid-'80s. In the '90s, it set up joint ventures with Peugeot (France) and FIAT, but returned to being an independent auto maker in 2004.
- In addition to automobiles, the Company is also an industry leader in the CNC machine tool industry and a leading manufacturer of heavy engineering equipment to the wind energy and infrastructure sectors.
- It is a running, profit making, dividend paying company listed both on the BSE and NSE stock exchange.

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