



FIAT

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CORPORATE LOGOS



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Fabbrica Italiana Automobili Torino, more commonly known as Fiat S.p.A. is an Italian automobile manufacturing company based in Turin and established in 1899. Fiat has held a leading role in the automotive industry since its inception at the dawn of Italian industrialization. From the moment they first appeared on the market, Fiat automobiles have been extensively developed and recognized worldwide. Its logo has become a great status symbol due to a history of the superior cars the company produces and the prestige of its history and tradition. Fiat is the ninth largest automobile manufacturer in the world today, as well as Italy's largest auto maker.

Fiat Logo

The current FIAT logo was launched in 2006 and according to press releases by the company will be used on all future FIAT vehicles. The Fiat Company explains the return to the old style by saying that the new logo is "designed to convey on-going change, a sign of the past re-written in a modern key which is particularly representative of Fiat today, a brand which is focused towards the challenges of the future, but also proud of its historical identity". The new FIAT logo is designed to sum up the mission of an Italian

Fiat in India



Fiat started their Indian operations in the year 1905 with Bombay Motor Cars Agency being their first sales agent in India.

Later, Premier Automobiles Limited, erstwhile flagship company of India's Walchand Hirachand Group assembled the Fiat 1100 cars from the 1950s until 1997. The car ruled Indian roads for three decades (1955-1985). The Premier Padmini was manufactured in India from 1968 to 2000 by India's Premier Automobiles. Fiat had decommissioned the car after only three years with Italian production ceasing in 1960. The entire production line was shipped to India in 1967 with production based at Kurla, Mumbai. Premier manufactured the 'Premier Padmini' until they sold majority stake to Fiat S.p.A. in Sept. 1997. More than 500,000 cars were built for private customers and taxi fleets before the last one was in 2000.

Fiat Today

Fiat India Automobiles Limited is a 50-50 JV between Fiat Group Automobiles S.p.A. of Italy and Tata Motors of India. It is the ninth largest car maker in India by sales.

Mumbai Cabs

There were nearly 55,000 Fiat taxis running on Mumbai street but after the court had ordered phasing out cabs older than 25 years in 2008, more than 7000 vehicles went off the road in the very first year of implementation of the rule. The government is now considering reducing this limit to 16 years. The argument being that old taxis increase pollution and are not maintained according to international tourism standards.

Very soon the age old Fiat taxis of Mumbai will either be antiques with collectors or have vanished for ever!

company that for over one hundred years has been building good-looking cars that are accessible and capable of guaranteeing the best quality of everyday life.

That same year, a plant licensed to produce Fiats in Poughkeepsie, NY, made its first car.

This was before the introduction of Ford's assembly line in 1913. Owning a Fiat at that time was a sign of distinction. The cost of a Fiat in the US was between \$3,600 and \$8,600, compared to US\$825 the Model T in 1908.



CORPORATE LOGOS

The Changing logo of Fiat over the years till date.
(from the company archives)



1899



1901



1904



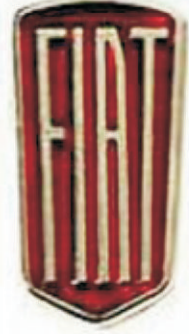
1921



1925



1931



1932



1968



1999



2006

RaoSpeak



Dr Ravi Rao

Never should an automobile company make a logo solely on the basis of its name only. The better thing would be to use a symbol. Only then will the logo contribute to taking the company to the new heights. As Mars and Venus are the ruling planets for the auto industry it will always become the symbol in the logo that will power the growth or the decline of the company. The fact that the "A" in the Fiat name has been stylized does not help either.



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1901: FIAT decides to apply a proper logo on its cars: a small enamelled brass plate in the centre of which the name FIAT appears, with the characteristic A, which has remained practically unchanged up to the present day.



1932: The earlier rectangular shape took the form of a shield, a symbol fitting for the radiator grilles on the new models. With a series of slight variations, this logo was used on FIAT cars up until 1968.



1968: The logo featuring four blue rhombuses was adopted, a logo that was to become the main identifying element for the entire FIAT group.



1999: The brand's 100th anniversary saw a return to the style of the logo from the 1920s. The version chosen had a blue background, a chrome-plated logo, with the characteristic 'A', and a more stylised laurel wreath.



2006: The new FIAT logo is launched and set to be used on all future FIAT vehicles.