

Socio-cultural Map  
Source: Fiat Auto analysis based on market surveys





# 2005-08 Product Range

## Expected Production Start-up

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New models



2005	2006	2007	2008
 Croma	 Grande Punto	Future C Segm. Multipla MY	Future MPV Minicargo Panorama
 Sedici	 Doblò Panorama FL	New A Segm. (500) D200 Panda FL Idea FL	Grande Punto FL Croma FL



	SUV Ypsilon FL	New C/D segment Specialty Phedra MY Musa FL	
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 159 Sedan	 Brera	GT FL	Future C Segm.	Future high-end range
 159 Sportwagon	 Spider			159 sedan and SW FL Brera FL Brera Spider FL

FIAT VEICOLI  
COMMERCIALI



Doblò Cargo FL  
Idea Van

Future Scudo Future Ducato Grande Punto Van Strada FL Multipla Van MY	Future C Segm. Van Minicargo Panda Van FL Idea Van FL	Future MPV Van Grande Punto Van FL	FL = Facelift MY = Model Year
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# Product Range – Alfa Romeo/Maserati Re-building High-end Offering Portfolio

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## Mid-term

	Alfa Romeo specific architecture	Alfa Romeo specific architecture	Maserati specific architecture
	<ul style="list-style-type: none"> <li>• Transverse engine</li> <li>• Front drive</li> </ul>	<ul style="list-style-type: none"> <li>• Transverse engine</li> <li>• Front drive &amp; 4WD</li> </ul>	<ul style="list-style-type: none"> <li>• Longitudinal engine</li> <li>• Rear drive</li> </ul>
Low-end	Alfa 147		
Premium	Alfa GT		
		Alfa 159	
		Alfa Brera	
		Alfa Spider	
High-end			Alfa Romeo Future High-end
			Maserati Future Coupé
			Maserati Quattroporte

## Long-term

	<b>Alfa Romeo specific architecture</b> <ul style="list-style-type: none"><li>• Transverse engine</li><li>• Front drive</li></ul>	<b>Alfa Romeo specific architecture</b> <ul style="list-style-type: none"><li>• Transverse engine</li><li>• Front drive &amp; 4WD</li></ul>	<b>Joint architecture</b> <ul style="list-style-type: none"><li>• Longitudinal engine</li><li>• Rear drive / 4WD</li></ul>
Low-end	<b>Future Alfa C Seg.</b>		
Premium	<b>Alfa GT</b>		
		<b>Alfa 159</b>	
		<b>Alfa Brera</b>	
		<b>Alfa Spider</b>	
High-end		<div><b>New Alfa Romeo High-end</b>  <b>New Maserati Coupé</b>  <b>New Maserati Quattroporte</b></div>	