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**MR. TAYTO TAKES DELIVERY OF FLEET OF**

**NEW FIAT DOBLO MAXI VANS**

**Highlights:**

* Mr. Tayto takes delivery of new fleet of FIAT Doblò Maxi vans
* The presentation was made at Tayto Park in Ashbourne Co. Meath
* Mr. Tayto impressed eco-friendliness of the 2011 International Van of the Year
* FIAT proud to be associated with one of Ireland’s most recognisable and successful brands

**Press Release:**

Ireland’s best-loved and most famous purveyor of tasty snacks, the legendary Mr. Tayto, was on hand to take delivery of a fleet of eight new FIAT Doblò Maxi vans at Tayto Park in Ashbourne, Co. Meath recently.

In keeping with Mr. Tayto’s environmentally-friendly beliefs, the long-wheelbase FIAT Doblò Maxis are powered by FIAT’s ultra-efficient 1.6-litre MultiJet II engines which not only produce extremely low levels of CO2 but also reduced running costs thanks to their long service intervals and low fuel consumption figures.

According to Mr. Tayto, “The FIAT Doblo’s Maxi’s crisp handling and tasty performance ensures that every pack of delicious Tayto crisps is delivered swiftly and safely to our thousands of fans all over Ireland.”

For its part, FIAT Group Automobiles Ireland is extremely proud to be associated with a successful, home-grown brand such as Tayto and to share in even a few slivers of Mr. Tayto’s immense celebrity limelight.

**Note to Editors:**

Tayto, which was founded in Dublin in 1954, is credited with bringing the world Cheese and Onion flavour crisps and has grown from selling 350 packs per day in its early days over 525 packs every minute today.

The Fiat Doblò was voted 2011 International Van of the Year by a jury made up of 24 specialist commercial vehicle trade journalists from 24 different countries.

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