

PRESS RELEASE - MAY, 31TH 2024

# SODIVA BECOMES FIAT DISTRIBUTOR IN MARTINIQUE



## THE SODIVA MULTI-BRAND DEALERSHIP NOW OFFERS THE ITALIAN BRAND FIAT IN MARTINIQUE

The SODIVA multi-brand dealership is proud to announce its new partnership with the FIAT brand. This collaboration marks a significant milestone in the development of SODIVA, and in the offering of Dolce Vita experiences to the FIAT community in Martinique.

FIAT customers in Martinique can now benefit from maintenance services in our workshop at ZI Acajou Californie in Lamentin. Our workshop is open Monday to Friday from 6:30 a.m. to 8:30 p.m. and Saturday from 7:45 a.m. to 1:00 p.m.

Regular vehicle maintenance is the best way to keep your vehicle running smoothly at the lowest possible cost.

### **About FIAT :**

Founded in 1899, Fiat is a renowned Italian automotive brand, renowned for its versatile vehicles and iconic design. Fiat embodies innovation, quality and Italian style, offering a diverse range of cars to suit every need. From the iconic Fiat 500 to the practical Fiat Panda, the brand offers a wide selection of models appreciated for their reliability and value for money.

### **About SODIVA :**

Created in 1987, the SODIVA dealership distributes Citroën, DS, JEEP and Alfa Romeo in Martinique. These brands are owned by carmaker Stellantis, which also owns the FIAT brand.

## THE CITADELLE GROUP

BORN FROM A CENTURY-OLD GROUP, CITADELLE IS A PURE PLAYER IN MOBILITY IN GUADELOUPE, FRENCH GUIANA, MARTINIQUE, MAYOTTE, AND REUNION ISLAND. ITS ACTIVITIES INCLUDE THE DISTRIBUTION AND SERVICES OF CARS AND MOTORCYCLES, AS WELL AS A SHARED MOBILITY INITIATIVE DEPLOYED IN REUNION ISLAND.

[WWW.GROUPECITADELLE.COM](http://WWW.GROUPECITADELLE.COM)

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