

Celebrate FIAT at FIGO on Fridays and Support Forgotten Harvest's Fight to End Hunger

- Every Friday visitors to FIGO Salon can feel beautiful inside and out as Fiat and FIGO work to support Forgotten Harvest's mission to relieve hunger in Metropolitan Detroit
- Enter the 'FIGO + FIAT 500' vehicle giveaway for an opportunity to win a 2012 Fiat 500

May 25, 2011, Auburn Hills, Mich. - Friday has been renamed "FIAT at FIGO on Fridays" at the FIGO Salon located in Birmingham, Mich. Both Fiat and FIGO are working together to show support for Forgotten Harvest's mission. Each Friday through Aug. 12, FIGO will donate 10 percent of all retail sales to Forgotten Harvest and will hold a weekly silent auction from local merchants to benefit the charitable organization.

"The Fiat brand is proud to partner with FIGO Salon to support the Forgotten Harvest organization and in a unique and fun manner," said Laura Soave, Head of Fiat Brand North America. "This is a perfect opportunity to give back to the community and, working together with a local salon that appreciates style and design as much as the Fiat brand, makes it that much more significant."

One lucky visitor to the salon also will have an opportunity to win their very own 2012 Fiat 500 by entering the "FIGO + FIAT 500" vehicle giveaway. To enter the contest, visitors can fill out an entry form at the salon, no purchase is necessary. One grand prize winner will be selected in a random drawing held on Aug. 13. The contest is open only to legal residents of Michigan, Indiana and Ohio, 18 years of age or older.

"We are thrilled to see Fiat launching in North America," said Rino Marra, Owner of FIGO Salon. "Working together has been fantastic. Fiat offers such a sleek and sexy style which is a perfect fit for consumers and our clientele." Attendees to Fiat at FIGO on Fridays also will be able to participate in FIGO Salon's client appreciation event, "Driven by Style," an invitation-only annual event, typically reserved for FIGO clients. Driven by Style will be held at the Tre Monti Ristorante in Troy, Mich., on Saturday, Aug 13.

For more information on FIAT FRIDAY at FIGO Salon visit www.figosalon.com.

About 2012 Fiat 500

With beautiful Italian styling, timeless functionality, efficient design and innovative technology – the same attributes that made the original version an icon – the new Fiat 500 is relevant for an entirely new generation of drivers.

Modernizing the successful formula from its past, the new Fiat 500 caters to an entirely new generation who want their vehicle to be as engaging, individualized, ecologically responsible and technologically savvy as they are.

The new 2012 Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger A-segment size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, state-of-the-art TomTom® Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a driving and ownership experience unlike anything available today. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

Every new Fiat 500 includes FIAT FORWARD CARE™ – a standard four-year/50,000-mile bumper-to-bumper warranty, four years of unlimited roadside assistance and a three-year/36,000-mile maintenance program that includes wear-and-tear items.

The 2012 Fiat 500 Pop model has a MSRP of \$15,500 (excluding \$500 destination) and is available at Fiat Studios nationwide.

The reintroduction of the Fiat brand in North America is led by the modern generation of the Fiat 500, followed by the Fiat 500c (cabrio) in spring.

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