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## **FIAT® North America “Drives in” New Marketing and Advertising Campaign**

- ‘Simply More’ – new tagline sets the tone for campaign
- Multi-faceted campaign includes a mix of traditional and experiential initiatives

July 31, 2011, Auburn Hills, Mich. - The FIAT® brand announced today the launch of an all-new marketing and advertising campaign, the first since its return to the North American market. The comprehensive campaign combines broadcast, print, digital and experiential initiatives and will be focused in the brand's key markets together with complementary national advertising efforts. The introduction of a new tagline, “Simply More,” sets the tone for the campaign. The brand's first national television commercial, “Drive-in,” is scheduled to air on Monday, Aug. 1, on national and cable networks.

“This campaign captures the perfect combination of wit and charm and is designed to engage current and potential customers, as well as increase brand and product awareness in key markets,” said Laura Soave, Head of FIAT Brand North America. “We are excited to introduce the FIAT brand and the Fiat 500 to a new generation of consumers, and the timing couldn't be better as the 500 Cabrio joins our 500 hatchback in more than 90 studios around the country.”

### **Simply More**

The FIAT brand's new tagline, “Simply More,” defines the Fiat 500 as everything you need and nothing you don't. It represents the notion that the simple things in life are treasures, alongside the thought that the richness and fullness of a life well-lived is defined by one's view of self-expression.

### **Television – “Drive-in”**

The advertising campaign kicks off with its first broadcast commercial, titled “Drive-in,” which debuts on national and cable networks today and features “Jailhouse Rock,” a song made famous by Elvis Presley. The song was an instant classic and inspired a generation; it was released in 1957, the same year as the introduction of the Fiat 500 in Europe. The 30-second television commercial is a perfect juxtaposition of brand heritage and today's Fiat 500. “Drive-in” introduces the concept of how compact vehicles can be strong, beautiful and simple.

Additional spots focusing on the vehicle features and capabilities will begin airing later this quarter.

### **Print/Outdoor**

The visual imagery of the print and outdoor campaign is designed to evoke emotion as the Fiat 500 is set against a clean yet bold background featuring a distinct accent color.

To begin, print ads will feature the following lines:

- Form & Function meet. And begin a torrid affair
- Bigger isn't better. It's just harder to park.
- Life's newest simple pleasure.
- 139.6 inches. Every one tells a story.
- On a scale from 1 to 10, it's a 500.

Each line is intended to create a conversation with the consumer, immediately engage the audience and communicate the philosophy of the brand.

## Digital and Social Media

FIAT has an active social media presence on Facebook ([www.Facebook.com/FIATUSA](http://www.Facebook.com/FIATUSA)), Twitter ([www.twitter.com/FIATUSA](http://www.twitter.com/FIATUSA)) and YouTube ([www.youtube.com/FIATUSA](http://www.youtube.com/FIATUSA)). The FIAT Brand and the Fiat 500 have seen strong engagement from the social media community with close to 200,000 fans on Facebook and 13,000 followers on Twitter in just over one year.

The brand's web site ( [www.FiatUSA.com](http://www.FiatUSA.com)) is designed to welcome consumers and envelop them in the full brand experience whether it's building a vehicle, locating a FIAT Studio or browsing through its collection of merchandise and accessories to meet their lifestyle.

Recently, the brand launched the "FIAT Source" touch-based application for the iPad. The new app digitally showcases the new 2012 Fiat 500 vehicle line and is free to the public to download from iTunes. The premiere Art & Design issue features a gallery installment of four talented emerging artists that, like the FIAT brand, celebrate modern art, technology and design revival. Designed to stay fresh, FIAT Source will feature additional chapters, new consumer lifestyle stories and iPad-specific interaction – such as a historical design timeline of the iconic Fiat 500 vehicle. Scheduled to renew quarterly, FIAT Source issues will include music, entertainment, fashion, travel and art.

## Events and Partnerships

The FIAT brand has celebrated its return to the North American market through various experiential events such as the award-winning FIAT Gallery in New York, Exhibitalia in Miami, FADER FORT by FIAT in Texas, and the "FIAT Freak Out" Enthusiast Event in Nashville, Tenn.

"Events and partnerships will continue to play an integral role as they allow us to connect one-on-one with our core FIAT fans and develop a relationship with those who may be new to the brand," said Soave.

The brand will continue to look to unique and exciting events that will engage their current customers and invite the opportunity for potential customers.

Creative efforts were developed by Impatto, based in Southfield, Mich., the FIAT brand's lead advertising agency.

## About the 2012 Fiat 500

With beautiful Italian styling, timeless functionality, fuel efficiency and innovative technology – the same attributes that made the original version an icon – the 2012 Fiat 500 is relevant for an entirely new generation of drivers.

The 2012 Fiat 500 offers a multitude of safety features, fuel efficiency, world-class quality and advanced technology. With its city-friendly four-passenger 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 unique driving and ownership experience. 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 2012 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 reintroduction of the FIAT brand in North America is led by the modern generation of the Fiat 500, now joined by the Fiat 500 Cabrio.

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