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## **FIAT USA Debuts First Fiat 500 Commercial Featuring Jennifer Lopez**

- First Fiat 500 commercial featuring Jennifer Lopez begins to air Monday, Oct. 10 on national broadcast and cable networks
- New ad, 'My World,' features song, 'Until It Beats No More,' from Lopez's new album 'Love?' (Island Def Jam)
- Additional Fiat 500 advertising to follow in partnership with Jennifer Lopez later in the year

October 9, 2011, Auburn Hills, Mich. - The FIAT brand is debuting the first 2012 Fiat 500 commercial featuring actress, entertainer, philanthropist and entrepreneur, Jennifer Lopez.

The commercial, titled "My World," is voiced-over by Lopez, who is seen driving a Fiat 500 Cabrio as she travels through the streets of Manhattan to the Bronx where she grew up. The new ad explores her personal take on how life in the New York City borough continues to inspire her to be tougher, to stay sharper and to think faster. "My World" features the song, "Until It Beats No More," from Lopez's new album, "Love?" (Island Def Jam) and will begin airing on national broadcast and cable networks on Monday, Oct. 10.

"The primary objective of 'My World' was to explore the story of Jennifer Lopez, who is a cultural icon. We watch as she leaves Manhattan and makes her way back to the Bronx, where she grew up and continues to be inspired by," said Olivier Francois – Head of Fiat and Chief Marketing Officer and Brand Marketing Communications, Chrysler Group LLC. "The commercial tells the story of how the simple elements of our upbringing can help explain who we are, where we're going and serve as a source of inspiration to achieve our goals in life. That drive and determination is the common thread that is shared with the Fiat brand and our philosophy that 'Life is Best When Driven.'"

The new commercial highlights the engineering and performance of the 2012 Fiat 500 as it explores the backdrop of urban life in and outside of New York City.

"The design, engineering and performance of the 2012 Fiat 500 is developed to react to the driver's needs on the city streets as if it were born in the city and made for the city," Francois said.

A 60-second and a 30-second version of "My World" can be viewed at the FIAT brand Facebook page at <http://www.facebook.com/FIATUSA> and on the FIAT brand YouTube channel at <http://www.youtube.com/FIATUSA>. The commercial was created in partnership with Doner of Detroit.

Last month, the FIAT Brand announced its collaboration with Lopez, which included placement of the 2012 Fiat 500 Cabrio in Lopez's new music video, "Papi," as well as a 30-second trailer of the video, featuring the vehicle which aired on local and national broadcast networks.

### **About Jennifer Lopez**

Actress, entertainer, film, TV and music producer, fashion designer, entrepreneur and humanitarian Jennifer Lopez has been called one of the most powerful and celebrated celebrities in entertainment.

She has sold over 55 million records worldwide and starred in multiple box office No. 1 films, including "Monster-In-Law" and "The Wedding Planner." In 2001, "The Wedding Planner" was the nation's top-grossing film, while her

album, "J.Lo," was No. 1 on the Billboard Top 200 Chart. The two simultaneous No. 1 honors made Lopez the first woman in history to have a No. 1 movie and album in the same week.

#### **About the 2012 Fiat 500 Cabrio**

Expanding on the iconic qualities that have made the original Fiat 500 (Cinquecento) a timeless icon, the new 2012 Fiat 500 Cabrio combines open-air freedom and driving enjoyment with beautiful Italian styling, timeless functionality, efficient design and innovative technology for an entirely new generation of drivers.

As a contemporary solution to the famous canvas roof on the original Cinquecento, the new 2012 Fiat 500c features a premium dual-layer power-operated cloth top that is designed to deliver all-season driving pleasure with the top up or down. In addition, the Fiat 500c's unique fully stamped body-side silhouette design provides 70 percent less header shake than key competitors –delivering leading interior sound quality (quietest at 45 mph, 70 mph and lowest powertrain noise).

The Fiat 500c 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 500c 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.

With more than 500,000 ways to stylize and personalize the new Fiat 500c, including 14 paint colors available in metallic, non-metallic and premium tri-coat pearl finishes, and three available cloth top colors, every new 2012 Fiat 500c will be distinct.

Taking care of the new FIAT family members, every 2012 Fiat 500c 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.

#### **About the FIAT Brand**

The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is synonymous with modern simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original Cinquecento, the 2012 Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 500,000 Fiat 500 vehicles have been sold in more than 80 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 60 international awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year and Best New Engine of 2010 (FIAT MultiAir® Turbo).

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