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Fiat 500 Product Portfolio Makes Its Way to the U.S. in New Broadcast Commercial

New spot, 'Immigrants,' set to air on Monday, July 16 featuring global superstar, Pitbull, and international artist, Arianna

July 15, 2012, Auburn Hills, Mich. - The FIAT brand is depicting the tale of its arrival to the U.S. market with a new commercial that features vehicles joyously cliff-diving and leaping into the sea as they make their way from Italy to the U.S. The new commercial, "Immigrants" features the Fiat 500 product portfolio and debuts tonight on various broadcast and cable networks.

"Immigrants" tells the story "FIAT's resurgence in America in a manner that is smart, unexpected and stylish while introducing viewers to our product portfolio," said Olivier Francois, President and Chief Executive Officer - Fiat Brand Worldwide. "We are proud and thankful to be back in this country and we wanted to capture the viewer's attention in a way that is impactful, visually-appealing and entertaining, while reinforcing our distinctive Italian origin."

The commercial was filmed in Italy and New York. The scenes in Italy were shot in Amalfi and Sorrento and features colorful landscapes and key landmarks to give consumers a flavor of the brand's Italian heritage. As the vehicles arrive to the U.S. the commercial shifts to highlight quintessential areas in New York such as the Brooklyn and Manhattan bridges, Madison Square Park and surrounding neighborhoods.

"Immigrants" is set to a popular Italian song, 'Torna a Surriento,' (Come Back to Sorrento) sung by international artist, Arianna and composed by Flavio Ibba. As the vehicles make their way to the shores of New York, the music is remixed from the classic Italian tune to a contemporary sound featuring global superstar, Pitbull, capturing the passion and energy of America.

Beginning this evening, the new commercial will run on local and national broadcast and cable channels. The commercial will be available in both a 90-, 60- and 30-second version. "Immigrants" was created in partnership with The Richards Group of Dallas and can be viewed at the FIAT brand's YouTube site, <http://www.youtube.com/fiatusa>.

About 2012 Fiat 500 models

Building on the attributes that made the original version an icon more than 50 years ago – the 2012 Fiat 500 models provide an entirely new generation of drivers with the best of Italian motoring: craftsmanship, style and safety, combined with fun-to-drive small-car efficiency.

Expanding on the qualities that have made the original Fiat 500 (Cinquecento) a timeless and efficient automobile, the 2012 Fiat 500 Cabrio (500c) adds open-air freedom and even more driving enjoyment.

With its all-new 160 horsepower 1.4-liter MultiAir Turbo engine, the recently launched Fiat 500 Abarth is designed for track-day enthusiasts and driving purists who want the ultimate high-performance small car with the pedigree of an exclusive Italian exotic. The Fiat 500 Abarth offers track-tuned suspension and brake systems, race-inspired design, and technology features not traditionally included on a small car.

The 2012 Fiat 500 and 500c Pop models have a U.S. MSRP of \$15,500 and \$19,500, respectively, while the Fiat 500 Abarth has an MSRP of \$22,000 (excluding destination).

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 800,000 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 80 awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year, Best New Engine of 2010 (FIAT MultiAir® Turbo) and a 2012 "Recommended Pick" by Consumer Guide.

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