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Fiat 124 Spider Abarth Takes Starring Role Alongside Sting & Shaggy in “Gotta Get Back My Baby” Music Video

November 9, 2018, Auburn Hills, Mich. - The [Fiat 124 Spider Abarth](#) takes a starring role alongside Sting & Shaggy in the official music video for their new track “Gotta Get Back My Baby,” the latest single, co-produced by Teflon (*Wyclef Jean, Fat Joe, Ruff Ryders*) and Martin Kierszenbaum (*Sting, Mylène Farmer, Lady Gaga*), off their album “44/876,” which has spent 17 weeks atop the Billboard Reggae chart. The [official YouTube music video](#), which amassed over 2.3 million views in just a few days, was filmed in the vein of ‘80s and ‘90s buddy cop television series and movies, including “Miami Vice” and “Bad Boys,” and was directed by Michael Garcia. The video pairs Sting and Shaggy as two Miami detectives who convince their captain that they’re “going to need the Spider,” meaning his prized Fiat 124 Spider Abarth, as part of their South Beach stakeout for “the most dangerous woman in the country.” What could go wrong?!

The FIAT brand is also supporting the video globally across its digital and social channels, including in the U.S on [Instagram](#), [Twitter](#), [Facebook](#) and [YouTube](#).

“We continue to strive for the unexpected in our marketing efforts across all FCA brands and, certainly here, the FIAT brand’s fun-spirited personality gives us the opportunity to be just a little bit more adventurous and playful in our approach with our music partners,” said Olivier Francois, Chief Marketing Officer and Head of the FIAT Brand, FCA. “The Fiat 124 Spider Abarth is incredibly honored to play the role of sidekick to such legendary and audacious artists as Sting and Shaggy in their latest music video.”

Sting & Shaggy’s album “44/876” (Cherrytree/A&M/Interscope Records) is available now for [digital download](#) through streaming and digital subscription services. The iconic duo initially joined forces to record a new song, “Don’t Make Me Wait” (which debuted at #1 on Billboard’s digital reggae singles chart), as a tribute to the Caribbean sounds that influenced them both, but ended up creating an entire album full of joyful and uplifting, melodic music. With its title referencing their respective telephone country codes (44 for the UK, Sting’s birthplace, and 876 for Jamaica, Shaggy’s homeland), “44/876” honors the duo’s deep-rooted love for Jamaica, Shaggy’s birthplace and where Sting penned such classics as “Every Breath You Take.”

Sting & Shaggy have extended their collaboration to the road for a lauded world tour, combining their respective bands to perform their greatest hits, as well as new songs off “44/876,” together. More information on their critically acclaimed 44/876 World Tour can be found [here](#).

About Sting

Thanks to his vast catalog of hits, Sting remains one of the world’s most iconic musicians many decades into his career. His fame began in 1977 as lead vocalist and bassist of The Police, with whom Sting would go on to record some of the most notable pop tracks, including “Roxanne,” “Don’t Stand So Close to Me” and “Every Breath You Take.” Following the tour behind the band’s GRAMMY-nominated 1983 album “Synchronicity,” Sting embarked on his own successful solo career, which has evolved over the years with eclectic songs like “Fields of Gold” and “Desert Rose.” Today, boasting a flourishing career that has crossed over from radio to the silver screen to Broadway, this 16-time GRAMMY-winning artist continues to explore new territory. Sting’s support for human rights organizations, such as the Rainforest Fund, Amnesty International and Live Aid, mirrors his art in its universal outreach. Along with wife Trudie Styler, Sting founded the Rainforest Fund in 1989 to protect both the world’s rainforests and the indigenous people living there. www.sting.com

About Shaggy

Multi GRAMMY-winning artist Shaggy is by all accounts the true definition of a renaissance man, beyond his continued success in reggae/dancehall music and its influence on pop music worldwide, Shaggy is a fierce businessman and humble philanthropist. The Jamaican-born American reggae fusion singer is best known for his singles "Boombastic," "It Wasn't Me" and "Angel." Shaggy has released numerous albums, including the GRAMMY-winning, platinum-selling "Boombastic" (1995) and the diamond-selling "Hot Shot" (2000), as well as topping an impressive chart list that includes the Top 40 Rhythmic charts, Hot 100 and Billboard 200, among others. Shaggy's illustrious career has seen the international superstar perform alongside some of the biggest names in all genres of music.

About INTERSCOPE GEFGEN A&M

Combining the legacies of three of the most influential record labels in modern music history, Interscope Geffen A&M embarked on a new tradition of musical achievement with its unification on January 1, 1999. Headed by Chairman and CEO John Janick, Interscope Geffen A&M is a major force in global music, developing chart-topping artists across a wide range of musical genres, including rock, rap, pop and alternative. [Interscope Geffen A&M](#) is part of Universal Music Group, the world's largest music company.

About the Cherrytree Music Company

Founded in 2005 by GRAMMY-nominated songwriter/producer Martin Kierszenbaum, the Cherrytree Music Company provides management, record label and publishing services to a boutique roster of artists, producers and mixers who push the creative envelope in popular music. Cherrytree has had an indelible impact on the music landscape from managing celebrated musician and cultural icon Sting to launching Lady Gaga's first two albums. The Cherrytree Music Company has released the artistically and commercially groundbreaking records of Feist, Ellie Goulding, Robyn, La Roux, LMFAO, Far East Movement and Disclosure and sold over 35 million units. In the process, the [Cherrytree Music Company](#) has become a vital source for popular music and catalyst for artist collaboration and innovation.

FIAT Brand

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com

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