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Fiat 500 by Gucci Debuts at Fashion's Night Out in New York

September 8, 2011, New York, NY - Fashionistas, tastemakers, shoppers and car enthusiasts crowded the Gucci store on Fifth Avenue to witness the U.S. debut of the 2012 Fiat 500 by Gucci. The limited-edition model represents the perfect combination of craftsmanship and style and brings together two of Italy's most respected brands. In the year that sees the 150th anniversary of the unification of Italy and Gucci's 90th anniversary, these special editions of the iconic Fiat 500 and 500 Cabrio were customized by Gucci Creative Director Frida Giannini in partnership with FIAT's Centro Stile.

"In the '50s, the Fiat 500 created a style revolution when it first hit the road. It quickly became the must-have car of its time. Travelling in style has also been at the heart of Gucci ever since Guccio Gucci founded his company as a producer of leather trunks, suitcases and handbags in 1921. So, when Lapo Elkann suggested the idea of this collaboration, it struck me as a perfect opportunity to create a new, modern travel statement in Gucci's 90th anniversary year," said Frida Giannini.

"With Gucci as our design partner, we've amplified the Italian style of our Fiat 500 with unique exterior and interior looks that will make the car truly unique on the road," said Laura Soave, Head of FIAT Brand North America. "This special edition adds dimension to the Fiat 500 portfolio and will appeal to North American customers who appreciate Italian style just as much as modern technology, value and fuel efficiency."

Inspired by neo-classical black-and-white films, the new Black and White Fiat 500 and 500c by Gucci models are finished in unique eye-catching pearl-gloss paint. The Black model, with detailing in polished chrome paired with an interior that contrasts sharp black against white, presents a contemporary and racy attitude. The White model, with satin chrome detailing and an ivory and black interior palette, offers a softer, sophisticated look.

The 2012 Fiat 500 by Gucci models will be available exclusively at FIAT Studios nationwide as of December 2011. For more information, visit www.fiatusa.com/gucci.

Completing the customization is the exclusive "500 by Gucci" collection, including travel and fashion accessories, apparel and small leather goods, available in select Gucci stores and online at www.gucci.com.

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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