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Fiat 500 Wins 'Gear of the Year' Award from *Men's Journal*

- *Men's Journal's* 'Gear of the Year' award marks the new Fiat 500 as one of the most innovative and game-changing products of 2011
- Award represents the adventurous, modern and 'live the interesting life' spirit of the magazine's readers
- More than 15 U.S. awards and 80 international awards recognize the unique styling, engaging driving dynamics and fuel efficiency of the Fiat 500
- Starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,500

December 1, 2011, Auburn Hills, Mich. - *Men's Journal* magazine's "Live the interesting life" creed truly reflects what the Fiat 500 is all about – being unique and offering customers a way to experience more in life. And with its segment-exclusive Italian styling, efficient city-friendly proportions, innovative technologies and attainable price, the new 2012 Fiat 500 earned the magazine's coveted "Gear of the Year" award.

"We're extremely honored to win the 'Gear of the Year' award from *Men's Journal*," said Tim Kuniskis, Head of FIAT Brand North America. "The new Fiat 500 is truly distinctive and we will continue to expand the appeal of our Cinquecento, with the upcoming introduction of the Fiat 500 by Gucci, aimed at Italian style lovers, and the Fiat 500 Abarth, targeted towards Italian performance enthusiasts."

Over the past 12 months, a team of *Men's Journal* editors, writers and correspondents tested hundreds of new products to create their annual list – a product list that represents more than 40 of the most innovative and game-changing products including sports equipment, apparel, technology and culinary tools. In addition, the 2011 Gear of the Year award marks the first time cars have been included on the list.

For more information — and the complete list of *Men's Journal* magazine's Gear of the Year recipients — pick up the annual December/January "best of" issue (on newsstands now) and visit www.mensjournal.com for product updates all month long.

About *Men's Journal*

Launched in 1992, *Men's Journal* is an award-winning, general interest men's lifestyle magazine with a total audience of 3.6 million per issue. Built on the idea that men are always looking to experience and achieve more, *Men's Journal* is dedicated to providing its readers with the gear, know-how, style and insights to "live the interesting life."

About the 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.

The 2012 Fiat 500 offers high levels of safety, fuel economy, 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, seven standard air bags and available TomTom® Navigation with standard BLUE&ME™ Handsfree Communication technology, 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, plus a "Top Safety Pick" for 2011 by the Insurance Institute for Highway Safety (IIHS).

Expanding on the qualities that have made the original Fiat 500 (Cinquecento) a timeless and efficient automobile, the

new 2012 Fiat 500 Cabrio (500c) adds open-air freedom and even more driving enjoyment. And with its cleverly designed multi-position power-retractable cloth top and iconic body-side silhouette, the new Fiat 500c delivers style with class-leading interior sound quality.

At local FIAT Studios, customers may choose to personalize their Fiat 500 or 500c with selections including as many as 14 available exterior paint colors, 14 unique seat color combinations, three models and two interior environments. And to ensure that every new 2012 Fiat 500 will be distinct, a full line of authentic Fiat 500 accessories by Mopar® will offer customers even more personalization possibilities, including unique striping packages, exterior and interior styling accessories and authentic FIAT-styled merchandise.

Offering even more exclusivity and style, the limited-edition 2012 Fiat 500 and 500c by Gucci models arrive at FIAT Studios nationwide this December. For more information, visit www.fiatusa.com/gucci. The high-performance Fiat 500 Abarth will arrive into the U.S. market in the first-half of 2012.

The 2012 Fiat 500 and 500c Pop models have a U.S. MSRP of \$15,500 and \$19,500 respectively (plus \$500 destination).

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