

## **For the Fifth Year Running, the FIAT Brand Recorded the Lowest CO<sub>2</sub> Emissions in Europe**

March 5, 2012, Auburn Hills, Mich. - For the fifth year running, the FIAT Brand recorded the lowest level of CO<sub>2</sub> emissions by vehicles sold in Europe in 2011, with an average measurement of 118.2 g/km (4.9 g/km less than the 2010 average). FIAT Automobiles also ranked first as Group, with 123.3 g/km, an improvement of 2.6 g/km on last year. The record is certified by JATO Dynamics, the world's leading automotive consultancy and research firm.

This is an important achievement and a continuing improvement: over the last five years, FIAT has reduced its average emissions by 14 percent, from 137.3 to 118.2 g/km of CO<sub>2</sub>, significantly lower than the target set out by the European Union for 2015, which has been fixed at 130 g/km.

This result shows FIAT's commitment to protecting the environment through the development of simple and ingenious solutions such as the TwinAir™ engine, the world's most "ecological" turbo petrol engine, the use of alternative fuels such as Methane/LPG, a sector in which the brand is the European leader, and the development of innovative technology such as eco:Drive™, an application which encourages a driving style which is more responsible and eco-compatible, and which has allowed a large number of the drivers who use it regularly to achieve emissions which are even lower than the type-approval levels.

All of FIAT's eco-technological innovation is grouped under the "Air Technologies" brand, which represents and encapsulates the evolution of a single idea. Over the last 20 years that idea has brought revolutionary solutions to the market, solutions which at the same time are simple and of low environmental impact, solutions which do not ask the client to give up any of the driving pleasure which has always been so characteristic of Italian cars.

### **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. 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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