

Carl Gregory FIAT of Columbus to Celebrate Grand Opening in Georgia

November 27, 2012, Auburn Hills, Mich. - Chrysler Group LLC announced today the grand opening of Carl Gregory FIAT of Columbus in west central Georgia.

Carl Gregory FIAT of Columbus joins 186 open FIAT studios in 44 states across the U.S. This striking new FIAT studio is located at 3000 North Lake Parkway, Building 100, on the north side of Columbus.

The FIAT studio joins the Carl Gregory Enterprises family of Chrysler Group dealerships – four in the state of Georgia and one in Tennessee. Carl Gregory FIAT will celebrate its grand opening Nov. 29 with a 4 p.m. ribbon-cutting ceremony with the Columbus Chamber of Commerce, food and refreshments.

Carl Gregory Enterprises transformed a former auto dealership in just five months into a stunning, new FIAT studio where the group sells the Fiat 500, Fiat 500 Cabrio, Fiat 500 Turbo and the Fiat 500 Abarth. While the studio only recently opened its doors, customer reaction to the new facility and to the Fiat 500 models has surpassed his expectations, said Jason Gregory, president of Carl Gregory FIAT, and the son of dealer principal Carl Gregory.

“While we just opened, it is clear that our customers are drawn to the fuel-efficiency of the Fiat 500, as well as to its Italian styling, attractive price points and low payments,” Jason Gregory said. “We think this is a terrific opportunity for us and we are excited about adding the FIAT brand to our family of dealerships.”

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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