

## **Fiat 500e 'Into the Green' Program Continues During Oscar Week**

- The Fiat 500e "Into the Green" program continues to work the red carpet promoting and raising awareness of the first fully electric Fiat 500 production vehicle
- Fiat 500e "Into the Green" program benefits the Motion Picture and Television Fund

February 20, 2013, Auburn Hills, Mich. - The Fiat 500e "Into the Green" program, which was launched this past November with the objective to build awareness for the first fully electric Fiat 500, is ready to take the stage in 2013 during the week leading to "The Oscars." The FIAT brand will sponsor two "Into the Green" events, one on Thursday, Feb. 21 in partnership with *Vanity Fair* and one on Saturday, Feb. 23 in partnership with the Motion Picture and Television Fund (MPTF), which is the beneficiary of the "Into the Green" program.

"The Fiat 500e is not only environmentally friendly, but also socially responsible," said Tim Kuniskis, Head of FIAT Brand North America. "The Into the Green Initiative provides a great opportunity for us to work with the MPTF to support the entertainment community while celebrating the arrival of the first all-electric vehicle for the FIAT brand."

At each exclusive Fiat 500e "Into the Green" event, a celebrity is assigned a 2013 Fiat 500e, which will be delivered in April 2013 in conjunction with the vehicle's launch in the United States. The celebrity will then drive the Fiat 500e for a period of time before it is auctioned off at a special event to benefit the MPTF.

"Into the Green" programs have been held in past exclusive red carpet events, including the 2012 American Music Awards Pre-Show, the Geffen MOCA Fiat 500e vehicle launch and the 2012 Golden Globes viewing and after party.

### **About Fiat 500e**

Designing city-friendly, environmentally responsible and fun-to-drive small cars is what the FIAT brand and its "Simply More" belief stand for. The all-new 2013 Fiat 500e electrifies the next chapter of the brand's legacy by embodying the FIAT brand's simple, purposeful and fun-to-drive values – through iconic style, engaging dynamics and an environmentally responsible zero-emissions design.

The all-new 2013 Fiat 500e arrives at FIAT Studios in California during the second quarter of 2013.

### **About 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 Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 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 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). In the U.S., the 2012 Fiat 500 was named "Best Buy" in the subcompact category by Consumers Digest and was deemed a "Top Safety Pick" by the influential Insurance Institute for Highway Safety (IIHS).

The FIAT brand portfolio in North America continues to expand with the arrival of the high-performance Fiat 500 Abarth, Fiat 500 Abarth Cabrio and the Fiat 500 Turbo. In 2013, the FIAT brand will launch the Fiat 500e, a full-electric version of the Fiat 500, and the Fiat 500L, a new five-passenger model that will expand FIAT's brand style

and efficiency into the growing B-segment.

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