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The FIAT Brand and Grind Media Launch the Fiat 500L Urban Surf Party Series, Kicking Off This Summer

- Unique event series celebrates launch of new Fiat 500L in Miami, Santa Monica, San Diego, Chicago, San Francisco and New York City

August 5, 2013, Auburn Hills, Mich. - The FIAT Brand is debuting its unique urban beach party series – the Fiat 500L Urban Surf Party – in six major U.S. cities beginning this month to celebrate the launch of the new 2014 Fiat 500L in North America. The six parties, the first of which took place in Miami Beach (FL) this past weekend (Friday, August 2) at the Bass Museum of Art, will continue throughout this summer and fall in Santa Monica (CA), San Diego (CA), Chicago (IL), San Francisco (CA), and New York (NY). More information on the events can be seen at <http://www.grindtv.com/fiat-urban-surf-party/>

“The Fiat 500L Urban Surf Party is one of the many exciting ways to celebrate the launch of the 500L here in the U.S.,” said Jason Stoicevich, Head of FIAT Brand North America. “Partnering with Grind Media gives us the opportunity to create an enticing and creative experience that showcases the new Fiat 500L in a truly unforgettable setting.”

Like this new car design, each Fiat 500L Urban Surf Party will up the ante on innovation. Each event will feature a “Silent DJ” party, offering live music offered in a unique way by Silent Frisco, a cutting-edge San Francisco-based technology company that fuels parties with individual headphones. Silent Frisco enables being “scene not heard” by offering each attendee a pair of custom-designed, festival-optimized wireless headphones to crank the volume as loud as wanted (without disturbing the neighbors), and dance to the grooves of various DJ’s across the national tour. Each city will also include the original “day-in-the-life” video series showcasing local residents as they use the FIAT 500L in their daily lives.

The first beach party got underway on Friday, August 2, in Miami Beach (FL) at the Bass Museum of Art. The event kicked off alongside the Museum’s monthly “Beats after Sunset” happy hour event and featured DJ Seamstar and DJ Antanas Jurksaitis of Rockit Sauce.

The Fiat 500L Surf Party summer/fall schedule also includes:

- Thurs., Aug 15 – Santa Monica, Calif. – Santa Monica Pier (208 Pier Ave; 90405)
- Sat., Aug 17 – San Diego, Calif. – Wave House (3125 Ocean Front Walk; 92109)
- Sat., Aug 24 & Sun., Aug 25 – Chicago, Ill. – World Paddle Challenge, North Avenue Beach
- Sun., Sept 29 – San Francisco, Calif. – Ocean Beach
- Fri., Oct 18 – New York, N.Y. – New York Surf Film Festival

Everyone is invited and admission is free. For more information on the Fiat 500L Urban Surf Party schedule or to check out the behind-the-scenes action and latest content from FIAT, go to: <http://www.grindtv.com/fiat-urban-surf-party/>

About the all-new Fiat 500L

With its Italian design and city-friendly functionality, the all-new Fiat 500L five-passenger model expands the appeal of the brand’s iconic Fiat 500 with even more style and efficiency in the growing B-segment. The Fiat 500L — the L stands for ‘Large’ — follows the U.S. introduction of the high-performance Fiat 500 Abarth, and the all-new, all-

electric Fiat 500e available exclusively in California. The Fiat 500L and 500L Trekking are available in studios nationwide.

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 Fiat 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. 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). This year, the 2013 Fiat 500 was named to the "10 Coolest New Cars Under \$18,000" list by Kelley Blue Book's KBB.com.

The FIAT brand portfolio in North America continues to expand. In 2013, the FIAT brand launched the high-performance Fiat 500 Abarth Cabrio, the fully-electric Fiat 500e and the Fiat 500L, an all-new five-passenger model that expands FIAT's brand style and efficiency into the growing B-segment.

About Silent Frisco

Silent Frisco makes your "scene" not heard. We defend your right to artistic, political, and educational in public settings where "noise issues" have made such activities impractical or illegal. We own more than three-thousand multi-channel, festival-optimized wireless headphones. Custom-designed and built from scratch, Silent Frisco headsets operate on multiple simultaneous, long-range feeds, providing the best in audio clarity, volume, and comfort.

Silent Frisco is managed by Sunsetsf, a 17-year old bay area-based full-service production company. Our extensive concert & festival production, marketing, talent buying, operations and management experience are unmatched in silent disco. Others may have some gear, but no one has the practical knowhow and creativity borne of more than 1000 events produced. In 2012 alone, Silent Frisco activated over 100 days at concerts, after-hours, picnics, movie screenings and festivals.

Among our 2012/2013 clients are Lincoln Center for the Performing Arts, Macworld, Yahoo, LA County Museum of Art, Santa Monica Pier, Electric Forest, Camp Bisco, Gathering of the Vibes, Treasure island Music Fest, Lightning in a Bottle, High Sierra Music Festival. Along with monthly residencies in L.A. and S.F.O. we have self-produced magical experiences in clubs and bars, beaches and boats, hilltops and rooftops, subways and skate-parks in 20 U.S. states. Our community includes 40,000+ registered emails and 7500+ fans and followers. hit us up. Let's make some magic happen. Follow us at www.silentfrisco.com, www.facebook.com/silentfrisco and www.twitter.com/silentfrisco.

About GrindMedia

Source Interlink Media's GrindMedia is the world's largest action/adventure/outdoor media company, with 29 leading media assets featuring brands such as GrindTV.com, SURFER, SURFING, TransWorld SKATEboarding, Bike, POWDER, TransWorld Motocross, Snowboarder, Canoe & Kayak and more. GrindMedia reaches more than 40 million engaged consumers every month through its print, online, mobile, TV/video and events. Delivering significant reach across both action sports enthusiast and various in-market consumer audiences, GrindMedia also produces more than 40 leading events and webcasts such as Surfer Poll Awards, TransWorld SKATEboarding Awards, Powder Video Awards, Lowers Pro and EnduroCross. GrindMedia is also the exclusive action and adventure sports content provider for Yahoo! Sports. To learn more, visit grindmedia.com.

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Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>

