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The FIAT Brand Travels West for This Summer's 2014 Open Road Challenge

- Founder and a lead photographer from the #JJ community will take a photographic road trip down the U.S. west coast, making four stops in a Fiat 500L for the "Open Road Challenge" sweepstakes
- To enter the "Open Road Challenge" sweepstakes, participants should visit www.fiatopenroadchallenge.com to view the photo challenge theme, then submit their photos via Instagram using the designated challenge hashtag
- The Grand Prize winner of the "Open Road Challenge" sweepstakes will receive a 2014 Fiat 500L and a trip for two to the 2014 Vans US Open of Surfing in Huntington Beach, Calif.

June 18, 2014, Auburn Hills, Mich. - The FIAT brand will once again partner with one of Instagram's first and most-active creator communities, #JJ, to commission its founder and a top photographer to embark on a photo-documented open-road adventure in the new Fiat 500L. The road trip will begin June 18, 2014, in Seattle and will make stops in Portland, San Francisco and finally Los Angeles on June 23, 2014.

Prior to the beginning of the road trip, #JJ hosted a Photo Essay Challenge and selected Jessica Marie Abt from Minneapolis, Minn., as the winner. As her prize, Jessica will attend the road trip and will serve as the guest editor for @FIATUSA on Instagram, capturing the experience for fans at home to follow along.

During the six-day road trip, the #JJ team will issue eight photo challenges as part of the "Open Road Challenge" sweepstakes. The photo challenges will be announced via www.fiatopenroadchallenge.com. To enter the sweepstakes, participants must submit a photo via Instagram using the designated challenge hashtag. Participants who submit photos to the challenges will have a chance to win a 2014 Fiat 500L and a trip for two to the 2014 Vans US Open of Surfing.

Additionally, photos submitted to the challenges may be selected by filmmaker Danny Mizicko to be used in a short film that will debut at the Vans Film Festival at the 2014 Vans US Open of Surfing.

"The FIAT brand rewards the artistic curiosity and creativity of our followers by continuing our partnership with the #JJ community," said Jason Stoicevich, Head of FIAT Brand North America. "Vehicles such as the spacious Fiat 500L, the high-performance Fiat Abarth or special versions such as the Fiat 500 1957 edition continue to inspire our online community and convert followers into customers."

With the four InstaMeets scheduled throughout the road trip, the FIAT brand is bringing to the more than 600,000 loyal followers of the #JJ community the unique opportunity to meet and participate in photo walks alongside the #JJ team. The InstaMeets will take place at the following times and locations:

6-8 p.m., Wednesday, June 18 – Seattle, Experience Music Park
6-8 p.m., Thursday, June 19 – Portland, Forest Park
6-8 p.m., Saturday, June 21 – San Francisco, Golden Gate Park
6-8 p.m., Sunday, June 22 – Los Angeles, Santa Monica Pier

For more information on the InstaMeets and to learn more about how to participate in the daily challenges, visit www.fiatopenroadchallenge.com or follow the Fiat brand on Instagram at [@FIATUSA](https://www.instagram.com/FIATUSA).

NO PURCHASE NECESSARY. The FIAT "Open Road Challenge" sweepstakes starts 6/18/14 at 10 a.m. ET and ends 6/23/14 at 9:59:59 a.m. ET. Open only to legal residents of the forty-eight (48) contiguous U.S. States/D.C. who are at least 18 years old and possess a valid U.S. state driver's license at the time of entry. Click on [Official Rules](#) for

entry instructions, odds of winning, prize details, restrictions, etc. Void in AK, HI and where prohibited or restricted by law. Sponsor: Chrysler Group LLC, 1000 Chrysler Drive, Auburn Hills, MI 48326-2766.

About the all-new Fiat 500L

Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for more than 55 years, the all-new 2014 Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics, a 160-horsepower 1.4-liter MultiAir® Turbo engine and two fuel-saving, six-speed transmission offerings, all wrapped in contemporary Italian design.

FIAT Brand

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com

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