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## **FIAT Brand and FCA US California Business Center Team up With Motor4Toys and Local Car Community to Bring Holiday Cheer to Underprivileged Kids**

- FIAT is a presenting sponsor of the 12th annual Motor4Toys Charity Car Show and Toy Drive
- More than 5,000 vehicles, from supercars and everyday cars to hot rods and rat rods, will gather for annual charity event
- All car enthusiasts and car clubs encouraged to attend
- Goal is to collect more than 60,000 toys for underprivileged kids in Southern California

December 4, 2015, Los Angeles - The FIAT brand and the FCA US California Business Center will help deliver a little holiday cheer for underprivileged children in Southern California as the presenting sponsor of the Motor4Toys Charity Car Show and Toy Drive.

The event, now in its 12th year, has a mission to bring the motorsport community together for the holidays to collect as many toys as possible for less-fortunate children. The event takes place as part of Supercar Sunday, a weekly gathering of automotive enthusiasts in Woodland Hills, Calif.

"If you are a car enthusiast, Southern California is the place to be on the first Sunday in December," said Jeff Eschenbach, Director of the California Business Center. "We are proud to support and be part of this great cause and help less-fortunate children in Southern California."

This marks the third year that the FIAT brand and FCA US California Business Center will support the Motor4Toys drive. This year, efforts will be expanded as popular LA radio station 93.1 JACK FM will promote and set up toy collection points throughout December at local Los Angeles Fiat studios.

"We truly appreciate the support of FCA US's California Business Center and the FIAT brand," said Dustin Troyan, president and founder of Motor4Toys. "To have a global brand engaged at a grassroots level to support Motor4Toys is unbelievable. This would not be possible without the incredible car community coming together, and I am honored and grateful to be part of it."

All car enthusiasts and the general public are invited to admire the cars from early morning until midday. Admission is only the donation of at least one new, unwrapped toy with a value of \$10 or more. All toys will be distributed by Southern California charities during the coming holiday season.

**Date:** Sunday, Dec. 6, 2015

**Time:** 6:30 a.m.-noon

**Location:** 21555 Oxnard St., Woodland Hills, Calif., at the Anthem (Blue Cross) building in Warner Center, directly across from the normal Supercar Sunday location.

### **About Motor4Toys**

Motor4Toys is a Southern California nonprofit organization that donates 100 percent of its collections to charity. The group spawned from Supercar Sunday, a weekly gathering of car enthusiasts that is championed by founder Dustin Troyan. This year marks the 12th running of the event.

Websites: [www.motor4toys.com](http://www.motor4toys.com), [www.supercarsunday.com](http://www.supercarsunday.com)

YouTube Page: <http://www.youtube.com/motor4toys>

To make a donation online: [www.motor4toys.com](http://www.motor4toys.com)

World's Largest Charity Toy Drive: <https://www.youtube.com/watch?v=kpgP1nXmqkE>

School Toy Drives: <https://www.youtube.com/watch?v=mzccq5rE3sdw>

**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.

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