

Shock and Awww! FIAT Launches Playful Social Media Campaign Noting the Small but Mighty Attributes of the All-new, All-electric Fiat 500e

- Thirty-second video launched as the first in ongoing social media campaign for the all-new, all-electric 2024 Fiat 500e
- New 15-second video launches today across the FIAT brand's U.S. social media channels, including YouTube, Instagram and Facebook, with more to follow
- Campaign plays upon the similarities and the differences between two unique all-electric vehicles and celebrates "the electricity between us"

October 10, 2024, Auburn Hills, Mich. - FIAT brand launched an ongoing social media video campaign that takes a playful look at the similarities ... and differences ... between the one-of-a-kind, all-new, all-electric [2024 Fiat 500e](#) and another very unique EV. The campaign launched with "You Say Tomato, We Say Pomodoro" last week, plus a new 15-second video "Here's to the Electricity Between Us" launching today, with more to soon follow, can be viewed across the brand's social media channels, including [YouTube](#), [Instagram](#) and [Facebook](#).

"As the first fully electric vehicle offered by Stellantis to U.S. consumers, we at FIAT want to celebrate all of the options available to them while also noting our unique differences in a way that might bring a smile to people's faces, a toast to the electricity between us, you might say," said Olivier Francois, head of FIAT brand and global CMO for Stellantis. "Our little cinquecento, small but mighty, embodies what an electric city car should be, and is just one of many forms of mobility available to buyers. At Stellantis, we are real believers in the future's possibilities, and certainly all of our additional brands in addition to FIAT, from Jeep® and Dodge to Ram, Chrysler and Alfa Romeo, will all have very distinct products across multi-energy platforms to offer our consumers."

["You Say Tomato, We Say Pomodoro"](#) 30-second video

["Here's to the Electricity Between Us"](#) 15-second video

The all-new, all-electric Fiat 500e is the first BEV from Stellantis to arrive to U.S. consumers. The brand announced product drops for each new edition available to consumers, beginning with the [\(RED\) edition](#) late last year and recently followed with the [Inspired by Music and Inspired by Beauty](#) this March and the [Inspired by Los Angeles](#) edition in June.

Fiat 500e Named 2024 Urban Green Car of the Year by Green Car Journal

Green Car Journal named the Fiat 500e 2024 Urban Green Car of the Year. The 500e is electrifying North America with its sustainable mobility mission as Stellantis' first BEV offering in the region. Green Car Journal editors noted the compelling combination of efficiency, affordability, style and zero-emission motoring with a cool Italian vibe.

Fiat 500e Named a Best of 2025 by NACTOY

The North American Car, Truck and Utility Vehicle of the Year (NACTOY) Awards organization named the Fiat 500e one of the Best of 2025, making it a semifinalist for the 2025 Car of the Year award. The 500e now advances to the finalist round of the prestigious awards process. NACTOY honors vehicles that excel across several criteria: innovation, design, safety, performance, technology, user experience, driver satisfaction and value. Vehicles are evaluated by a jury of 50 veteran automotive journalists who write for a wide variety of print, online and broadcast media across the U.S. and Canada.

2024 Fiat 500e Top Pick for Urbanites

The all-new Fiat 500e was also recently chosen as a Top Pick for Urbanites. With a modest footprint for tight parking

spots, available park assist and distinctive Italian design, conquering the concrete jungle is no problem with the small but mighty 2024 Fiat 500e, offering city dwellers the perfect mix of style and utility. The 500e is a modern, tech-forward take on a beloved classic, delivering a host of new safety features, while remaining fun to drive and true to its roots. Fiat 500e features nearly 150 miles of range, 85 kW of fast-charge capability with 31 miles of additional range after only five minutes of charging and 0% to 80% in only 35 minutes.

Part of a 125-year-old brand, the all-new, all-electric 2024 Fiat 500e is an icon, born to deliver mobility, joy and style in a BEV in a way that only FIAT can. The Fiat 500e is the lightest passenger BEV in the market, powered by a 42 kilowatt-hour (kWh) battery and an electric drive motor that puts out 117 hp and 162 lb.-ft. of maximum torque. Built at the Mirafiori Assembly Plant in Turin, Italy, the Fiat 500e is an affordable BEV with an MSRP of \$32,500 and lease prices as low as \$299 per month.

Following the spirit of the original Cinquecento, the FIAT brand just announced a new incentive offering for the all-new, all-electric Fiat 500e to further democratize mobility.

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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