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"Seduction" Digital Spot for the New 2012 Fiat 500 Abarth Exceeds 1 Million YouTube Views within One Week

November 22, 2011, Auburn Hills, Mich. - With its high-performance styling and head-turning co-star, the FIAT brand's first 60-second social media spot promoting the new 2012 Fiat 500 Abarth has seduced more than 1 million YouTube viewers in just one week.

The digital spot titled "Seduction" made its debut at the 2011 Los Angeles Auto Show to hundreds of journalists and then was posted to the FIAT brand's YouTube site. Without having ever been aired on television or cable networks, it has rapidly spread through the web and gained global attention. It represents the unique characteristics of the Fiat 500 Abarth as a sensual and strikingly stunning model and takes a peak at what happens the first time a customer encounters the race-ready vehicle. The spot ends with a sexy and edgy message, "The Fiat 500 Abarth. You'll never forget the first time you see one."

"The FIAT brand is thrilled to learn that our spot has captured the attention of so many people across the globe" said Olivier Francois – Head of FIAT Brand and Chief Marketing Officer, Chrysler Group LLC. "What was created as video introduction for the Fiat 500 Abarth's U.S. debut is gaining global momentum and becoming news in its own right. Indeed, it's become a seductive way to maintain excitement and increase awareness for our newest model."

The "Seduction" digital spot was created in partnership with The Richards Group and can be viewed at the FIAT brand's YouTube site or via the following link: <http://www.youtube.com/fiatusa>

About the 2012 Fiat 500 Abarth

Building on the excitement of the new 2012 Fiat 500 (Cinquecento), the new Fiat 500 Abarth is designed for track-day enthusiasts and driving purists who want the ultimate high-performance small car with the pedigree of an exclusive Italian exotic.

With its all-new 1.4-liter MultiAir® Turbo engine, Abarth-tuned suspension and brake systems, race-inspired design and technology features not traditionally included on a small car, the new 2012 Fiat 500 Abarth unleashes the brand's legendary performance heritage to American streets.

About the 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 2012 Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 500,000 Fiat 500 vehicles have been sold in more than 80 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 60 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).

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