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## **The FIAT Metaverse Store, an Alternative Car Shopping Experience, Launches in Europe**

- North American premiere of the FIAT Metaverse Store, the first metaverse-powered interactive automotive showroom
- FIAT Metaverse Store will be a key pillar to launch the new Fiat 500e in North America
- New Fiat 500e featured at the Stellantis CES booth to support FIAT's partnership with Free2move and goal of increasingly sustainable urban mobility

January 5, 2023, Las Vegas - FIAT brand is returning to the Consumer Electronics Show (CES), the world's most influential, high-tech event, taking place January 5-8 in Las Vegas, with two exhibits starring the Fiat 500e to promote a "tech it easy" approach that offers simple and intuitive technology that is accessible to everyone.

During the [2022 Los Angeles Auto Show](#), Olivier Francois, FIAT CEO and global CMO - Stellantis, officially announced the launch of the new Fiat 500e for North America. The FIAT Metaverse Store will be an innovative pillar for the electric icon's North American launch next year, with plans to open in the first quarter of 2024.

FIAT's objective is to reinvent the customer journey by creating an alternative car shopping experience. This revolution in customer experience is accessible thanks to FIAT's partnership with Microsoft and Touchcast. CES attendees can experience the virtual showroom technology firsthand at the Microsoft booth #6017 located in the West Hall.

Alongside the FIAT Metaverse Store, the new Fiat 500e is also featured in the Free2move space at the Stellantis booth #4740 located in the West hall.

Both initiatives reflect FIAT's core values to prioritize customer needs while staying socially relevant in an era of continuous change.

### **FIAT Metaverse Store: a revolution in customer experience**

Launched last December in Italy, the FIAT Metaverse Store (Italian) offers a simple, immersive, human-driven brand experience. Inside the FIAT Metaverse Store, customers can research, configure and purchase the new 500 La Prima by Bocelli, experiencing the feel of a showroom with the help of a live FIAT product genius. FIAT looks forward to providing a similar experience in North America.

The FIAT Metaverse Store is user friendly and accessible via smartphone, tablet or computer. The store does not require a virtual reality (VR) headset or additional hardware.

### **FIAT and Free2move work together for more sustainable urban mobility**

Lights shine on the new Fiat 500e (3+1-door model) in special Rose Gold livery, on display at the Free2move stand. The collaboration between FIAT and Free2move stems from a common goal to build an increasingly sustainable urban mobility ecosystem as part of a mission to make EVs more accessible. The two brands are working on a unique value proposition that goes beyond rental, car sharing and subscription. Customers will be able to enjoy a Free2move experience in a Fiat car for a few minutes, several days or even months. This offer allows customers to tailor their rental contracts and associated services based on usage with a single invoice, directly from a dedicated app.

### **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](http://www.stellantis.com)

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