

Fiat Debuts New Commercial for 2012 Fiat 500 Abarth

- New spot, 'House Arrest,' features actor, Charlie Sheen
- FIAT brand has its best sales month since launch; sales up 69 percent in February versus previous month

February 29, 2012, Auburn Hills, Mich. - The Fiat brand unveiled a new commercial for the 2012 Fiat 500 Abarth. The new ad, "House Arrest," features iconic bad boy and actor, Charlie Sheen and marks the return of Catrinel Menghia, the sensation from brand's Super Bowl commercial. "House Arrest" will air on national and cable broadcast channels. The FIAT brand also announced that it has finished its first year of sales with its best month ever. Sales of the Fiat 500 were up 69 percent (3,227 units) in February compared with the previous month.

"The Fiat 500 Abarth is the 'small but wicked' personality of the Fiat 500 and this spot captures that attitude and spirit," said Olivier Francois, Head of Fiat Brand worldwide and Chief Marketing Officer, Chrysler Group LLC. "The Fiat 500 Abarth is the bad boy of the Fiat vehicle lineup and Charlie Sheen personifies the edgy and fun attributes of the Fiat 500 Abarth in 'House Arrest.'"

In the spot, a crowd cheers on Sheen as he races through a luxurious home in a Fiat 500 Abarth. Screeching to a stop, Sheen exits the vehicle, sporting an ankle monitor, as the same woman featured in "Seduction" flirtatiously approaches him.

"House Arrest" was created in partnership with Doner of Detroit and can be viewed at the FIAT brand's YouTube site, <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. The starting U.S. Manufacturer's Suggested Retail Price (MSRP) is \$22,000 (not including destination).

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).

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>