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## **FIAT Launches Social Media Sweepstakes to Drive Promotion of the All-New Battery Electric Fiat 500e**

December 2, 2012, Auburn Hills, Mich. - Now through Mar. 15, FIAT is running a social media sweepstakes in conjunction with the announcement of the all-new battery electric Fiat 500e at the L.A. International Auto Show.

Auto show attendees and fans have the chance to win a trip to L.A. and experience one of FIAT's exclusive "Into the Green" VIP events where they can get up close and personal with the all-new Fiat 500e.

"Into the Green" is a program to raise awareness about sustainability at some of the world's most glamorous red carpet events. Bringing Italian flavor to the electric vehicle, the new Fiat 500e proves that style and sustainability are not mutually exclusive.

"'Into the Green' is a creative way for us at FIAT to maximize our efforts in promoting sustainability," said Casey Hurbis, Head of FIAT Brand Communications. "As a brand, we're always striving for ways to be environmentally responsible and with the launch of the all-new Fiat 500e, we're proving customers don't have to sacrifice style to be eco-friendly."

For a chance to win, entrants may visit FIAT's Facebook page ( [www.facebook.com/fiatusa](http://www.facebook.com/fiatusa)) and click the "Into the Green" tab.

There will be three entry phases corresponding with the three event dates. Phases are as follows:

- Drawing period 1: Nov. 30 - Dec. 21
- Drawing period 2: Dec. 22 - Feb. 1
- Drawing period 3: Feb. 2 - Mar. 15

Entrants may enter only once per drawing period. Additional entries will be awarded to those who share the promotion via social media and have friends enter. Applicants are allowed one share per sweepstakes time period.

Fans may also enter at the FIAT booth at the L.A. Auto Show or San Diego Auto Show where they can have their photo taken with a green screen showing them at a Hollywood event.

Winners will be selected at random. Only one winner per household.

Prizes include:

- Round trip airfare for two
- Three day/two night hotel stay
- Admittance into exclusive VIP events
- An "up close and personal experience" with the FIAT 500e onsite at the event
- \$500 spending cash
- \$100 worth of FIAT swag

### **About the Fiat 500e**

With its iconic style, world-class dynamics and environmentally responsible zero-emissions design, the all-new 2013 Fiat 500e builds on the Cinquecento legacy, while offering customers a no-compromise electric vehicle (EV) that embodies the FIAT brand's simple, purposeful and fun-to-drive values. The Fiat 500e electrifies the Cinquecento lineup with even more innovation and style, plus up to an estimated 116 miles per gallon equivalent (MPGe) city and 100 MPGe highway of pure battery-electric power and zero tailpipe emissions.

### **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.

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