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VIN No. 1 of the Fiat 124 Spider Prima Edizione Lusso Special Edition Sells on Same Day Offered on Gilt.com

- Gilt.com and FIAT Brand North America partnered to sell Fiat 124 Spider Prima Edizione Lusso Special
- The sale launched on Gilt.com at 9 a.m. Eastern on Tuesday, May 9, 2017; vehicle sold within a day of it being offered on site
- The Fiat 124 Spider Prima Edizione Lusso available on Gilt.com is VIN No. 1
- The first 124 units of the 2017 Fiat 124 Spider were available as limited-production Prima Edizione Lusso editions
- The all-new 2017 Fiat 124 Spider revives legendary nameplate with iconic Italian styling and dynamic driving experience
- 2017 Fiat 124 Spider returns nearly 50 years after original introduction, delivering iconic Italian style with modern adaptation of original Spider legend

May 11, 2017, Auburn Hills, Mich. - Gilt.com, the innovative online shopping destination, and the FIAT Brand North America, partnered to sell VIN No. 1 of the Fiat 124 Spider Prima Edizione Lusso Special Edition. The sale of the Fiat 124 Spider Prima Edizione Lusso launched on Tuesday, May 9, on Gilt.com at 9 a.m. Eastern and was sold within a day of the launch. The purchase price for the stylish Prima Edizione Lusso Fiat 124 Spider was $31,500 and included a Prima gift worth $500 and a $1,000 Gilt Travel Credit to spend any way the guest would like.

"We are thrilled to have collaborated with FIAT on another unique partnership by exclusively selling this special edition 124 Spider Prima Edizione on Gilt," says Brittany Billings, VP of Business Development, Global Partnerships, and Talent & Promotional Partnerships, Gilt. "We continuously curate unique and exciting offerings and know the FIAT brand and associated lifestyle resonates with our members."

“More and more consumers are seeking unique shopping purchases through an online experience, and the fact that the Fiat 124 Spider Prima Edizione Lusso special edition sold within 24 hours is a testament to both the vehicle and the Gilt platform through which it was offered,” said Tim Kuniskis,Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “Our alliance with Gilt has allowed FIAT to expand the awareness of our brand by specifically attracting these consumers through its fashion and lifestyle site. The opportunity to own VIN No. 1 of the limited Fiat 124 Spider Prima Edizione Lusso Special Edition – the first of only 124 vehicles made to celebrate its return to the U.S. – gave one passionate FIAT consumer the exclusive chance to own a vehicle unlike any other, one that was designed in Italy and whose legacy is derived from one of FIAT’s most beautiful cars of all time.”

The all-new 2017 Fiat 124 Spider,designed at Centro Stile in Turin, Italy, borrows cues from the original Spider. The 2017 Fiat 124 Spider has a timeless low-slung presence, with a classically beautiful bodyside, well-balanced proportions and a sporty cabin-to-hood ratio. Features such as the hexagonal upper grille and grille pattern, “power domes” on the hood and sharp horizontal rear lamps call to mind details of the historic Spider.

About Gilt
Gilt, www.gilt.com,is an innovative online shopping retailer offering its members special access to the most inspiring lifestyle merchandise and experiences – all at exceptional prices. Gilt is a daily destination for discovery of the most

coveted brands and products, including fashion and accessories for women, men and children; home décor; unique activities in select cities and destinations; and luxury hotel stays. Gilt is part of the Hudson's Bay Company portfolio of brands.

About the Fiat 124 Spider

The 2017 Fiat 124 Spider revives the storied nameplate, bringing its classic Italian styling and performance to a new generation of vehicles and buyers. Paying homage to the original 124 Spider nearly 50 years after its introduction, the 2017 Fiat 124 Spider delivers the ultimate Italian roadster experience with driving excitement, technology and safety combined with iconic Italian design.

Fiat 124 Spider Prima Edizione Lusso

To celebrate the return of the classic nameplate, the first 124 vehicles were offered as a limited-edition Prima Edizione Lusso. Each is individually numbered with a commemorative badge and available in exclusive Azzurro Italia (Blue) exterior paint with premium leather seats in Saddle. Consumers who purchase a Prima Edizione also receive limited-edition items, including a premium leather bag, journal with pen, and a poster showcasing original design illustration with vehicle dimensions.

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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