

## **FIAT Brand Debuts New Commercial for the 2012 Fiat 500 by Gucci Featuring Jennifer Lopez**

- New spot, 'Elegance,' begins to air Thursday, November 17 on national broadcast and cable networks
- Features all-new limited edition '2012 Fiat 500 by Gucci,' arriving to FIAT Studios in Q1 2012

The FIAT brand is debuting its first commercial for the all-new 2012 Fiat 500 by Gucci featuring actress, entertainer, philanthropist and entrepreneur, Jennifer Lopez. Set to Lopez's song "Until It Beats No More," from her new album, "Love?" (Island Def Jam), the commercial will be shown on national and cable networks on Thursday, November 17<sup>th</sup>.

The commercial, titled "Elegance," is voiced-over by Lopez and highlights the style, elegance and originality of Fiat 500 by Gucci limited edition, as Lopez drives through the streets of New York City. In true Gucci style, the commercial beautifully captures the elegance of the New York City skyline, while highlighting the precise and uniquely innovative Gucci details featured in the car.

"The 500 by Gucci is stylish and innovative; it's effortless elegance for the urban driver," said Olivier Francois – Head of FIAT Brand and Chief Marketing Officer, Chrysler Group LLC. "To bring this simple premise to life, FIAT has again turned to Jennifer Lopez, this time to help catapult the iconic vehicle into the fashion world. Lopez perfectly embodies the spirit of the Fiat 500 by Gucci, as she is living proof that effortless elegance can only be achieved through hard work."

The new commercial not only highlights the engineering and performance of the 2012 Fiat 500 by Gucci but also truly captures the stylish functionality of the limited edition vehicle. From the foreshadowing flash of the Gucci insignia on the rear bumper, to the red/green/red Gucci web stripe across the power-retractable cloth top and the interlocking "GG" on the shift knob, the ad tells the story of the model's elegance, originality and performance seamlessly.

"The collaboration between FIAT and Gucci bring together two of Italy's most respected brands. Inspired by FIAT's rich heritage and design and customized by Gucci Creative Director Frida Giannini, the vehicle makes the perfect modern travel statement," Francois said.

A 60-second and a 30-second version of 'Elegance,' can be viewed at the FIAT brand Facebook page at <http://www.facebook.com/FIATUSA> and on the FIAT brand YouTube channel at <http://www.youtube.com/FIATUSA>. The commercial was created in partnership with Doner of Detroit.

The 2012 Fiat 500 by Gucci models will be available exclusively at FIAT Studios nationwide in Q1 2012. The model starts at \$23,500 (excludes destination, taxes, title and registration fees). For more information, visit [www.fiatusa.com/gucci.com](http://www.fiatusa.com/gucci.com).

In September, the FIAT brand announced its collaboration with Lopez, which included placement of the 2012 Fiat 500 Cabrio in Lopez's new music video, "Papi," a 30-second trailer of the video and the first ever Fiat commercial featuring Lopez, both of which aired on local and national broadcast networks.

### **About Jennifer Lopez**

Actress, entertainer, film, TV and producer, fashion designer, entrepreneur and humanitarian Jennifer Lopez has been called one of the most powerful and celebrated celebrities in entertainment.

She has sold over 55 million records worldwide and starred in multiple box office No. 1 films, including “Monster-In-Law” and “The Wedding Planner.” In 2001, “The Wedding Planner” was the nation’s top-grossing film, while her album, “J.Lo,” was No. 1 on the Billboard Top 200 Chart. The two simultaneous No. 1 honors made Lopez the first woman in history to have a No. 1 movie and album in the same week.

#### **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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