

FIAT Brand Serves Up Test Drives and Gelato at 32nd Annual Detroit Jazz Festival

- FIAT is the exclusive ride-and-drive sponsor of the annual Detroit event
- FIAT brand will host ride-and-drive event featuring the 2012 Fiat 500 and 500 Cabrio
- • With 16 Fiat 500 vehicles in appearance, all 14 exterior colors will be presented, and a vintage Fiat Cinquecento will also be on display
- Festival attendees treated to four-day music festival featuring over 100 musical artists

August 31, 2011, Auburn Hills, Mich. - The FIAT brand will strike a chord with consumers at Detroit's premier Labor Day tradition, the 32nd annual Detroit Jazz Festival. As the exclusive automotive sponsor, festival attendees will be able to take a spin in a 2012 Fiat 500 or 500 Cabrio model from Friday, September 2, through Monday, September 5, 2011.

"We are thrilled to be part of this great annual tradition that takes place in the heart of Detroit," said Laura Soave, Head of FIAT Brand North America. "This collaboration between the FIAT brand and the Detroit Jazz Festival is a wonderful opportunity to introduce the brand to thousands of people who gather for a celebration of music and shared values of self-expression, inspiration and creativity."

As the event ride-and-drive sponsor, FIAT will prominently showcase the 2012 Fiat 500, which is deeply rooted in iconic Italian design and style. FIAT will display vehicles in all 14 exterior colors and also will have a vintage Cinquecento on display.

The Detroit Jazz Festival is a major cultural institution, providing year-round concerts and educational programming that culminates in one of the world's premier jazz festivals. Now in its 32nd year, the festival takes place over several city blocks in downtown Detroit. From Hart Plaza to Campus Martius, attendees can enjoy a weekend filled with musical performances from 100 artists, educational activities for adults and children, fireworks and rare opportunities to meet the artists.

Detroit Jazz Festival hours include:

Fri., Sept. 2 4 p.m. – 11 p.m.
Sat., Sept. 3 11 a.m. – 12 a.m.
Sun., Sept. 4 11 a.m. – 11 p.m.
Mon., Sept. 5 12 p.m. – 8 p.m.

FIAT Ride and Drive hours include:

Fri., Sept. 2 5 p.m. – 9 p.m.
Sat., Sept. 3 12 p.m. – 9 p.m.
Sun., Sept. 4 12 p.m. – 9 p.m.
Mon., Sept. 5 12 p.m. – 6 p.m.

About the 2012 Fiat 500

With beautiful Italian styling, timeless functionality, fuel efficiency and innovative technology – the same attributes that made the original version an icon – the 2012 Fiat 500 is relevant for an entirely new generation of drivers.

The 2012 Fiat 500 offers a multitude of safety features, fuel efficiency, world-class quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, state-of-the-art TomTom® Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

Every 2012 Fiat 500 includes FIAT FORWARD CARE™ – a standard four-year/50,000-mile bumper-to-bumper warranty, four years of unlimited roadside assistance and a three-year/36,000-mile maintenance program that includes wear-and-tear items.

The reintroduction of the FIAT brand in North America is led by the modern generation of the Fiat 500, now joined by the Fiat 500 Cabrio.

About the Detroit Jazz Festival

The Detroit Jazz Festival is an independent, non-profit organization that presents jazz and educational workshops throughout the year. Recently voted one of the top three jazz festivals in North America in a Jazz Times Critics' Poll, the Detroit Jazz Festival is the largest free jazz festival in the world and a major tourist attraction for the City of Detroit, with 23 percent of its audience coming from out of state. The festival receives support from the National Endowment for the Arts, the Erb Family Foundation, and the John S. and James L. Knight Foundation and the Kresge Foundation. Major corporate partners include Carhartt, JPMorgan Chase & Co., Fiat, and Mack Avenue Records. For more information visit www.detroitjazzfest.com.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram 1500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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