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New 2012 Fiat 500 “Pink Ribbon” Edition Proceeds Benefit The Breast Cancer Research Foundation®

- FIAT Brand teams up with The Breast Cancer Research Foundation (BCRF) to produce 250 “Pink Ribbon” limited-edition Fiat 500 models
- Committing to a \$50,000 minimum donation, Fiat Brand will donate \$1,000 per Fiat 500 Pink Ribbon limited-edition vehicle sold to BCRF to support the foundation’s mission of achieving prevention and a cure for breast cancer in our lifetime
- Available at FIAT Studios beginning October for Breast Cancer Awareness Month

September 26, 2011, Auburn Hills, Mich. - The FIAT Brand is excited to announce the introduction of the 2012 Fiat 500 “Pink Ribbon” limited-edition model. Produced in partnership with The Breast Cancer Research Foundation® (BCRF), the collaboration allows breast cancer awareness advocates to express their support for the cause in modern iconic Italian style.

“We are honored to partner with an upstanding organization like The Breast Cancer Research Foundation that supports a cause so important to our consumers and our company,” said Laura Soave, Head of FIAT North America. “The Fiat 500 Pink Ribbon edition offers our FIAT consumers a unique and stylish way to express their support, help fund breast cancer research and ultimately drive change.”

Through the partnership, 250 Fiat 500 Pink Ribbon limited-edition vehicles will be available at FIAT Studios in October. Through the sales of the Fiat 500 Pink Ribbon model, FIAT will donate \$1,000 per purchase, with a minimum of \$50,000 contribution to BCRF. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide.

“At The Breast Cancer Research Foundation, we are constantly looking for ways to further breast cancer awareness during Breast Cancer Awareness month and beyond,” said Myra J. Biblowit, BCRF President. “The partnership with FIAT is especially exciting as it allows breast cancer supporters to literally drive awareness for the cause year round. We are extremely appreciative of FIAT’s collaboration in this effort as the brand’s contributions will help fund innovative research that will advance the fight against breast cancer worldwide.”

About the 2012 Fiat 500 Pink Ribbon Edition

Designed exclusively for FIAT Brand’s partnership with BCRF, the new 2012 Fiat 500 Pink Ribbon limited-edition model features several exclusive design elements that highlight the Cinquecento’s iconic silhouette.

Based on the highly stylized 2012 Fiat 500 Lounge model, the Pink Ribbon limited-edition is available in Argento (silver) and Bianco (white) exterior paint colors and features a signature dark pink bodyside stripe with “500” logo and an accenting “ribbon” in light pink.

The interior of the Fiat 500 Pink Ribbon adds to the 500 Lounge model’s already stylish interior with unique pink accents contrasting the Nero (black) interior. Highlighting this limited-edition model are Nero leather front and rear seats with pink accent stitching on the perimeter and signature “500” logo embroidered on the front seatbacks and a pink ribbon embroidered on the floor mats. For added detail, pink accents are hand-stitched through the Nero leather steering wheel and provide additional contrast in front of the body-color instrument panel bezel.

And to match this specially appointed Cinquecento, a pair of uniquely designed Fiat 500 Pink Ribbon key fobs provide customers with a personal reminder of the FIAT Brand and BCRF’s partnership to find a cure.

Only 250 Fiat 500 Pink Ribbon limited-edition models will be available at FIAT Studios nationwide in October. The Manufacturer's Suggested Retail Price of the 2012 Fiat 500 Pink Ribbon is \$22,500 (including \$500 destination). For more information, visit www.fiatusa.com/500PinkRibbon.

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 Breast Cancer Research Foundation® (BCRF)

The Breast Cancer Research Foundation was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2011, BCRF will award \$36.5 million to 186 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia and China. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country and is designated an "A+" charity by The American Institute of Philanthropy, the only cancer organization to achieve this.

For more information about BCRF, visit www.bcrfcure.org.

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