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The FIAT Brand to Debut “Body Paint” Print Ad in ESPN The Magazine’s Annual Body Issue

One-of-a-Kind Print Ad Incorporates More Than a Dozen Artists/Performers/Models to Recreate Image of Fiat 500 Abarth Cabrio

July 9, 2013, Auburn Hills, Mich. - FIAT Brand North America unveils a one-of-a-kind print ad this week when it debuts “Body Paint” in this year’s annual *ESPN The Magazine’s* Body Issue. The visually stunning print ad features more than a dozen female artists, models and contortionists to recreate the image of a Fiat 500 Abarth Cabrio. The annual edition of *ESPN The Magazine’s* Body Issue (07/22) will be on newsstands starting Wed., July 10.

“‘Body Paint’ allowed us to take part in a unique collaboration with a multinational sports company that connects the FIAT brand with sports and car enthusiasts across the globe,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC, and Fiat Group Automobiles Head of Fiat Brand.

“Our ideal execution is when a client creates an ad that works so well within the context of our environment,” said Eric Johnson, ESPN executive vice president, multimedia sales. “Not only is this a creative win, it thematically ties in perfectly with *ESPN The Magazine’s* annual Body Issue.”

“We wanted to create a concept for *ESPN The Magazine’s* Body Issue that was as visually unique as the Fiat 500 Abarth Cabrio,” said Jason Stoicevich, Head of FIAT Brand North America. “The notion of the ‘Body Paint’ print ad conveying athletic grace in a magazine that specifically devotes itself to covering athletes around the world sparked a perfect union for the FIAT Brand.”

Exclusive behind-the-scenes video of the making of the “Body Paint” print ad can be viewed at <http://www.youtube.com/watch?v=WKe02Fq-Yzk>

About 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 Fiat 500 and Fiat 500c (Cabrio) build on the vehicle’s global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 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 80 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). In the U.S., the 2012 Fiat 500 was named “Best Buy” in the subcompact category by Consumers Digest and was deemed a “Top Safety Pick” by the influential Insurance Institute for Highway Safety (IIHS). This year, the 2013 Fiat 500 was named to the “10 Coolest New Cars Under \$18,000” list by Kelley Blue Book’s KBB.com.

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