

### **The FIAT Brand Catches a Wave on Vans US Open of Surfing**

- FIAT Brand to display full product portfolio at the event, including the all-electric Fiat 500e recently launched in California
- Giveaways at the Event include Wayfarer Sunglasses, T-Shirts, Sun Screen and More

July 16, 2013, Auburn Hills, Mich. - FIAT Brand North America will team up with the Vans US Open of Surfing this July 20-28 in Huntington Beach, California. As one of the event sponsors, the FIAT brand will celebrate the recent launch of the all-new, all-electric Fiat 500e in California, in addition to showcasing the high-performance Fiat 500 Abarth Cabrio and the all-new Fiat 500L and 500L Trekking models. Fans will also get a first-hand look at a one-of-a-kind special Fiat 500c "Beach Cruiser" design vehicle at the event ( <http://blog.fiatusa.com/vehicles/fiat-500c-beach-cruiser/>; <http://www.youtube.com/watch?v=7WDupghLSfk>). In addition to having the cars on site for fans to see, those attending the event will also have the opportunity to receive FIAT Brand giveaways, including Wayfarer sunglasses, sunscreen, t-shirts and other FIAT-branded items.

"The Vans US Open of Surfing is one of the largest professional surfing competition and action sports festival in the world, hosting over 400 world-class athletes in surf and skate," said Jason Stoicevich, Head of FIAT Brand North America. "This is a great opportunity for us to be part of an environment that reinforces the fun and energy that characterize both the FIAT brand and the Vans US Open of Surfing."

The FIAT brand is also giving fans the chance to learn some Italian at the event, with a phrase book giveaway that includes surfing and ocean terms. Also at the event signing autographs will be professional surfer Brianna Cope.

The 2013 Vans US Open of Surfing will run from July 20 to July 28. All events are free and open to the public and can be viewed daily on the live webcast at <http://www.vansusopenofsurfing.com> and via the US Open app. Having initially broken viewership records over the past two years, last year's event garnered momentum bringing the viewership to 1.5MM+, with the expectation to grow even more worldwide this year. The Vans US Open of Surfing is owned and operated by IMG.

#### **About FIAT Brand**

FIAT — Life is Best When Driven. 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 Fiat 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. 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.

The FIAT brand portfolio in North America continues to expand. In 2013, the FIAT brand launched the high-performance Fiat 500 Abarth Cabrio, the fully-electric Fiat 500e and the Fiat 500L, an all-new five-passenger model that expands FIAT's brand style and efficiency into the growing B-segment.

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