

## Celebrity Fiat 500e "Into the Green" Charity Auction Kicks Off During MPTF's "One Night Only" Benefit, on Sat., Oct. 12, at the Dolby Theater

- Ten all-electric Fiat 500e vehicles personalized by some of Hollywood's biggest stars, including Hugh Jackman, Anne Hathaway, Clint Eastwood, Ron Howard, Barbra Streisand and Hans Zimmer, among others, to be auctioned to support Motion Picture & Television Fund (MPTF)
- One Fiat 500e will be auctioned LIVE at event
- Nine Fiat 500e vehicles will be auctioned online on eBay Motors from Sat., Oct. 12 - Tues., Oct. 22, 2013
- Each of the vehicles will have an etched signature on the FIAT glove box by the participating celebrity
- Funds raised as part of "Into the Green" auction to benefit MPTF
- Event to include performance with Hugh Jackman from his hit one-man Broadway show "One Night Only"

October 11, 2013, Los Angeles - Hugh Jackman will host the upcoming Motion Picture & Television Fund (MPTF) "One Night Only" Special Benefit Concert on Sat., Oct. 12, at 8 p.m. at The Dolby Theater in Los Angeles. The special event, sponsored by the FIAT brand, will feature a green-carpet outside the theater and include a performance with Jackman from his hit one-man Broadway show "One Night Only." During the evening's festivities, the Celebrity Fiat 500e "Into the Green" Charity Auction will begin, featuring ten all-electric Fiat 500e vehicles personalized by some of Hollywood's biggest celebrities. One Fiat 500e will be auctioned LIVE at the event, going to the highest bidder that evening. Nine Fiat 500e vehicles will be auctioned on eBay Motors. Proceeds will benefit MPTF. More information on the event can be found at [www.ticketmaster.com/HughJackmanLive](http://www.ticketmaster.com/HughJackmanLive) and [www.ebay.com/fiat500emptf](http://www.ebay.com/fiat500emptf), respectively.

The Celebrity Fiat 500e "Into the Green" Charity Auction features vehicles personalized by some of Hollywood's biggest stars, including Hugh Jackman, Anne Hathaway, Clint Eastwood, Ron Howard, Barbra Streisand and Hans Zimmer. During the event, one Fiat 500e will be auctioned off LIVE to the highest bidder. Nine additional Fiat 500e vehicles will be auctioned separately on eBay Motors. Each of the vehicles will have an etched signature on the FIAT glove box by the celebrity. All the funds raised during the event and ensuing auctions will benefit MPTF. The 10-day FIAT auction will start at 5 p.m. PT / 8 p.m. ET on Sat., Oct. 12, and ends on Tues., Oct. 22 at 5 p.m. PT / 8 p.m. ET. To join the online auction of the nine Fiat 500e vehicles, go to [www.ebay.com/fiat500emptf](http://www.ebay.com/fiat500emptf).

"The FIAT brand's partnership with MPTF brings electric power and star power together for a good cause," said Jason Stoicevich, Head of FIAT Brand North America. "The funds raised as part our Celebrity Fiat 500e 'Into the Green' Charity Auction will help support the MPTF's initiatives, including services and environmental efforts."

The FIAT "Into the Green" Program, created in November 2012, was designed with the aim of promoting and raising awareness of the all-electric 2013 Fiat 500e. The VIP program loaned a Fiat 500e for periods of up to three months beginning in April. All proceeds from the Celebrity Fiat 500e "Into the Green" Charity Auction will support MPTF in providing its services of healthcare, financial relief and retirement living to the more than 150,000 people it helps yearly.

### About FIAT 500e

With its iconic Italian style, world-class dynamics and environmentally-friendly zero-emissions design, the all-new 2013 Fiat 500e builds on the Cinquecento legacy, while offering customers a no-compromise electric vehicle (EV) that embodies the FIAT brand's simple, purposeful and fun-to-drive values. The Fiat 500e electrifies the Cinquecento lineup with even more innovation and style, an EPA tested 87 miles of best-in-class driving range and an industry-

best 108 per gallon equivalent (MPGe) highway rating of pure battery-electric power. The all-new Fiat 500e arrived at FIAT Studios in California this summer.

**About MPTF**

For over 90 years, MPTF (Motion Picture & Television Fund) has served as a beacon of hope for entertainment industry members in their time of need. As a charitable organization, the MPTF provides financial assistance and services essential to the well-being of the community and is a leader in the development and implementation of services and programs for seniors and those who care for them. MPTF is supported by the generosity of corporate donors and fellow entertainment industry members who contribute their time and money because they believe in the critical importance of Hollywood Helping Hollywood. For more information, visit [www.mptf.com](http://www.mptf.com).

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