

## The FIAT Brand to Debut New Fiat 500L Global Advertising Campaign “Mirage” Featuring Sean “Diddy” Combs

- Advertising campaign for Fiat 500L debuts Thursday, February 13, across television
- Introduces Fiat 500L tagline “Unbelievably Big”

February 12, 2014, Auburn Hills, MI - FIAT Brand North America will launch a new global advertising campaign featuring entertainment powerhouse Sean “Diddy” Combs this week entitled “Mirage.” The advertising campaign, which debuts across television beginning on Thursday, February 13, introduces the new Fiat 500L tagline, “Unbelievably Big.” The commercial, which will run nationally and internationally, can be viewed at [FIAT USA YouTube page](#).

“Given the huge role that both pop culture and music play for the FIAT brand, the opportunity to work with Sean ‘Diddy’ Combs on ‘Mirage’ made as much sense as taking water into the desert,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. and Fiat Group Automobiles Head of Fiat Brand. “Like the Fiat 500L, Sean has shown the ability to think unbelievably big, as evidenced recently by the launch of REVOLT.”

“The Fiat 500L is a great addition to our portfolio and is expanding our brand’s presence in the U.S. market,” said Jason Stoicevich, Head of FIAT brand North America, Chrysler Group LLC. “With two more doors, comfortable accommodations for five and 42 percent more interior space than our regular 500, the Fiat 500L offers the modern Italian style that our customers love while adding new levels of flexibility comfort and convenience to fit their active lifestyle.”

In the new commercial, two guys, lost and desperate in the desert, witness two Fiat 500Ls pass by, one with “Diddy” inside, who calls out to them, but they dismiss him as a mirage. The pair ultimately stumbles upon a desert oasis where an unbelievable party hosted by REVOLT is in full gear. “Diddy” greets them and encouragingly says, “Welcome to the soiree.” However, the pair rejects his invitation to the party, attributing the whole thing again as a mirage, after pointing specifically to the Fiat 500L, believing that “FIAT doesn’t make a four-door car.”

The commercial challenges the notion that the FIAT brand only makes small cars. Further highlighted by the tagline “Unbelievably Big,” the Fiat 500L expands the FIAT showroom, offering the consumer with additional choices that best meets their needs. More information can be found at [www.fiatusa.com](http://www.fiatusa.com).

Combs’ recently launched REVOLT, [www.revolt.tv](http://www.revolt.tv), is the new #1 name in music. Available on Comcast’s Xfinity TV and Time Warner Cable, the multi-genre, multi-platform music network delivers music news in real-time, and the best of the best in music programming. A “social by design” network built to play at the speed of social media, REVOLT is live, direct, and always on — anytime, anywhere, any screen.

Exclusive behind-the-scenes video of the making of the “Mirage” commercial will be also released daily through REVOLT’s Instagram account after the commercial premieres on television, with an extended look to be available at [www.youtube.com/revoltv](http://www.youtube.com/revoltv).

“Happy,” the Academy® Award-nominated song performed by American singer and producer Pharrell Williams, from the “Despicable Me 2” soundtrack album, plays in the background of the party.

“Mirage” was created in partnership by full-service advertising agency, Doner.

### About Sean “Diddy” Combs

SEAN COMBS, the CEO and founder of Bad Boy Worldwide Entertainment Group is a multifaceted entertainment powerhouse. Sean "Diddy" Combs was declared "One of the Most Influential Businessmen in the World" by Time Magazine and CNN. Combs, 43, oversees one of the world's preeminent urban entertainment companies, encompassing a broad range of businesses including recording, music publishing, artist management, television and film production, recording facility, apparel, fragrance, spirits and the new music network, REVOLT.

#### **About the All-new Fiat 500L**

Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for more than 55 years, the all-new 2014 Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics, a 160-horsepower 1.4-liter MultiAir® Turbo engine and two fuel-saving, six-speed transmission offerings, all wrapped in contemporary Italian design.

#### **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 Fiat 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine. 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, the Fiat 500L and Fiat 500L Trekking.

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