

## The FIAT Brand Returns to Vans US Open of Surfing for Third Year

- The FIAT brand will have a display area on the beach allowing more than 500,000 attendees to experience FIAT brand vehicles
- The FIAT brand portfolio will include the all-new 2016 Fiat 500X crossover, the high-performance Fiat 500 Abarth Cabrio, the four-door 500L Urbana Trekking, the Fiat 500 1957 edition and the all-electric Fiat 500e
- Activation will include GIF booth, interactive window shopping display and Jones Soda sampling
- The all-new Fiat 500X crossover makes its [Vans US Open of Surfing](#) debut and, back by popular demand, will be the brand's water-bound FIAT-skis and the special Fiat 500L "Vans" design concept car

July 21, 2015, Auburn Hills, Mich. - FIAT Brand North America is teaming up with Vans US Open of Surfing for the third year, July 25 - August 2 in Huntington Beach, California. As part of the activation, the FIAT brand will display a stand that allows attendees to interact with the full FIAT portfolio, including the all-new 2016 Fiat 500X crossover, the high-performance Fiat 500 Abarth Cabrio, the four-door 500L Urbana Trekking model, the Fiat 500 1957 edition and the all-electric Fiat 500e. The display will also include the special Fiat 500L design concept inspired by Vans, which was created exclusively for last summer's event. Vans vice president Steve Van Doren will be on the sand, barbecuing for beach-goers with the special Fiat 500 grill.

"As the FIAT brand continues to evolve, our partnership with Vans and with one of the summer's most exciting surfing events continues to grow as we enter our third year together," said Jason Stoicevich, Head of FIAT Brand North America. "This summer, we'll offer fans more of everything, including a look at our all-new 2016 Fiat 500X all-wheel-drive crossover, a GIF booth where beach-goers can share images of themselves on one of surfing's largest stages and an opportunity to discover even more about the Fiat 500X through our interactive window shopping display at the FIAT brand's beach activation."

In addition to the vehicles on the sand, the brand's popular water-bound FIAT-skis, which made a splash the last two years, will be back surfing the waves of Huntington Beach in a return visit to the West Coast. Activation will include GIF booth, interactive window shopping display and Jones Soda sampling ([#JonesinforaFiat500X](#)). Those attending the event will also have the opportunity to receive FIAT brand giveaways, including Wayfarer sunglasses, branded tote bags and other FIAT-branded items.

The 2015 Vans US Open of Surfing will run from July 25 to August 2. All events are free and open to the public and can be viewed daily on the live webcast at [vansusopenofsurfing.com](#). Live coverage can also be seen on the FIAT [Facebook](#), [Twitter](#) and [Instagram](#) channels, as well as behind-the-scenes content broadcast live via Periscope.

Vans, the original action sports footwear and apparel brand, joins the city of Huntington Beach to present the 2015 Vans US Open of Surfing July 25 - August 2. In partnership with the World Surf League (WSL) and event owner and operator IMG, the Vans US Open of Surfing will host the world's elite in surfing, skateboarding and BMX, bringing premier action sports competition to Surf City this summer. As part of a festival-wide celebration of creative expression, the fan-driven event will also feature artist exhibits and installations, beach activities, interactive sponsor displays and more.

### About Vans

Vans®, a VF Corporation (NYSE: VFC) brand, is the original action sports footwear, apparel and accessories brand. Vans authentic collections are sold globally in more than 75 countries through a network of subsidiaries, distributors and international offices. Vans also owns and operates more than 450 retail locations around the world. The Vans brand promotes the action sports lifestyle, youth culture and creative self-expression through the support of athletes,

musicians and artists and through progressive events and platforms such as the Vans Triple Crown of Surfing®, the Vans U.S. Open of Surfing, Vans Pool Party, Vans Custom Culture, Vans Warped Tour®, and Vans' cultural hub and international music venue, the House of Vans.

Vans, "Off the Wall" Since '66

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#### **About the Fiat 500X**

The 2016 Fiat 500X is the latest addition to the FIAT lineup in North America, delivering the Italian design and engaging driving dynamics that are synonymous with the FIAT brand. The 500X offers an available advanced all-wheel-drive system, functionality, and a full array of safety, comfort and convenience features. The all-new crossover features two engine options, an available nine-speed transmission and an all-wheel drive system with a disconnecting rear axle for improved fuel efficiency. Loaded with up to 70 available advanced safety and security features, the Fiat 500X is available in five trim models and 12 exterior colors to offer the personalization options that FIAT vehicles are known for. Crafted in Italy at the Melfi assembly plant, the all-new Fiat 500X is now arriving in FIAT studios in North America.

#### **FIAT Brand**

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com)

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