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MEDIA ADVISORY: Experience Fiat at Motor City Pride 2019; Fiat 124 Spiders Lead 2019 Pride Parade

Who: Fiat brand of Fiat Chrysler Automobiles (FCA US LLC)

What: Fiat 124 Spider leads the LGBTQ Pride Parade. At the Fiat space in Hart Plaza during the festival, attendees will have the opportunity to experience a 124 Spider Abarth, 500 Abarth and 500X models and to speak with knowledgeable product specialists

Where: Hart Plaza, Detroit, Michigan

When: Saturday, June 8, 2019, 1 - 9 p.m. (festival)
Sunday, June 9, 2019, noon - 7 p.m. (press conference, parade and festival)

Why: At the Fiat booth in Hart Plaza, enter for a chance to win the 2019 FCA US LLC Sweepstakes where one (1) Grand Prize Winner will receive a vehicle credit in the amount of \$70,000 valid toward the winner's choice of an FCA US LLC vehicle from Chrysler, Dodge, Jeep®, Ram or Fiat.

Info: For additional information about 2019 Motor City Pride, visit www.motorcitypride.org. For information about the 2019 Fiat lineup, visit www.fiatusa.com.

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