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Fiat Gallery to Showcase Italian Vehicles, Brand and Culture

- Hub of entertainment during New York Auto Show
- Test drive the Fiat 500
- Discover the Fiat 500's heritage
- Relax in lounge and café
- Enjoy art and interactive displays

April 17, 2011, Auburn Hills, Mich. - Fiat Brand North America announced today that the Fiat Gallery at 18 Wooster, a destination for visitors to immerse themselves in the Fiat brand and culture, will open April 21 and run 11 days to coincide with the 2011 New York International Auto Show.

The Fiat Gallery at 18 Wooster combines design and interactive elements of a Fiat Studio with an art gallery and an intimate Italian lounge and café. Located at 18 Wooster St. in the renowned SoHo arts and fashion district of Manhattan, the Fiat Gallery at 18 Wooster will be a hub of entertainment and an engaging, relaxing way to experience the Fiat brand firsthand, complementing the brand's presence at the New York Auto Show.

Housed in a former art gallery, Fiat Gallery at 18 Wooster will open to the public at 8:30 p.m. April 21, and then daily from 10 a.m. to 10 p.m., except on Sundays when it will close at 8 p.m., through May 1. Fiat Brand North America will be hosting some unique events with major partners with each event taking on the attributes and personalities of the Fiat 500 Pop, Sport and Lounge vehicles themselves.

While artwork will adorn the walls, the real masterpiece of this gallery will be the 2012 Fiat 500 Cabrio, the convertible version of the Fiat 500 that will be unveiled Thursday, April 21 at the New York Auto Show. The Fiat Gallery at 18 Wooster will display the 2012 Fiat 500 Cabrio, the Fiat 500 Lounge and Sport models and a vintage Fiat 500. Visitors can experience the design evolution of the Fiat 500 through drawings by Roberto Giolito, the Fiat 500 Italian designer, that wrap around a vintage 500 display.

The 2012 Fiat 500, which went on sale in March, marks the return of the Fiat brand to the United States after a 28-year absence. Not only will visitors learn about the modern Fiat 500 and its heritage, they will be able to test drive the Fiat 500 on the bustling streets of New York City. The Fiat Gallery at 18 Wooster will have three Fiat 500s on site each day for the test drives.

An inviting Italian lounge and café will greet visitors as they enter the 4,500-square-foot Fiat Gallery at 18 Wooster. Visitors can enjoy an espresso compliments of Fiat and Lavazza while relaxing in this intimate lounge and café, or while checking out the Fiat 500 Lounge model with all of its premium amenities.

A second room showcases the vintage Fiat 500 and design story panels, as well as the Fiat 500 Cabrio and Fiat 500 Sport hatchback. Just as you would find in a Fiat Studio – the name the Fiat brand has given its U.S. dealerships – visitors will be able to use the Style Center to consider and choose their favorite of 14 exterior colors, as well as 14 unique seat color and material combinations that can be ordered to personalize the vehicle.

The Fiat Gallery at 18 Wooster also will feature art exhibits, including Fiat 500 hoods and doors that were used by artists as their canvas and musical instruments created from automotive parts.

Engaging interactive elements such as Style Sculpt allow visitors to create a Kaleidoscope from the Cinquecento and experience Fiat in unique ways. The Fiat Gallery at 18 Wooster will offer entertainment during the 11-day run,

including live music and art exhibitions.

For more information on events to be held at the Fiat Gallery at 18 Wooster, see the calendar of events at <http://www.facebook.com/FiatUSA?sk=events>.

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