

The FIAT Brand Teams Up With Mopar® to Announce the 'FIAT SEMA Design Challenge'

- FIAT fans can create their own custom Fiat 500 vehicle wrap and enter for a chance to win prizes
- The top three winning designs will be wrapped live within the Mopar Alley at SEMA
- Complete list of Mopar accessories at www.mopar.com

September 28, 2011, Auburn Hills, Mich. - The FIAT brand has teamed up with Mopar® to launch the 'FIAT SEMA Design Challenge,' a social media contest allowing fans to create a custom Fiat 500 vehicle wrap. Participants can enter their design to win prizes and have the opportunity to see their vehicle design wrap on display Tues., Nov. 1 through Fri., Nov. 4 within the Mopar Alley at the 2011 Specialty Equipment Market Association (SEMA) show in Las Vegas.

"The FIAT SEMA Design Challenge encourages the core values of the FIAT brand; self-expression, inspiration and creativity and there is no better place than the annual SEMA show, where passionate owners and fans can showcase their customized creations," said Laura Soave, Head of FIAT Brand North America. "We know just how creative our fans can be and this is an excellent opportunity to showcase their talent and see their designs come to life."

"Our new Fiat 500 is the perfect canvas for customization," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "With more than 150 quality-tested accessories, Mopar can help Fiat 500 fans personalize their ride."

To engage and create their own personal vehicle wrap, participants can download a vehicle wrap template on the FIAT Facebook page (www.facebook.com/fiatusa). Design Challenge contestants have until Wed., Oct. 5 to upload their design submissions and the top 10 designs will appear on the FIAT Facebook page where fans can vote for their favorite designs. The top three most-voted vehicle wrap designs will be featured at the 2011 SEMA show.

Winners will be announced Wed., Oct. 19. Participants must be 18 years of age or older to enter. Contestants can enter more than once, but each entry must be uploaded individually.

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.

Reminiscent of the original Cinquecento, the 2012 Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 500,000 Fiat 500 vehicles have been sold in more than 80 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 60 international awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year and Best New Engine of 2010 (FIAT MultiAir® Turbo).

About Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand.

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all

original-equipment parts for Chrysler, Jeep®, Dodge and Ram Truck vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge and Ram vehicles—a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

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