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Fiat 500 Abarth 'Seduction' Advertisement Named 'Best TV Commercial' at the 2012 D Show

December 2, 2012, Auburn Hills, Mich. - The Fiat 500 Abarth "Seduction" spot was named "Best TV Commercial" at this year's D Show held Nov. 28 in Detroit.

"Seduction" represents the unique characteristics of the Fiat 500 Abarth as a sensual and strikingly stunning model and takes a peek at what happens the first time a customer encounters the race-ready vehicle. The spot ends with a sexy and edgy message, "The Fiat 500 Abarth. You'll never forget the first time you see one."

The D Show is an annual event hosted by the Adcraft Club of Detroit dedicated to judging and awarding creativity in Detroit in the most fair and judicious manner. Entries are submitted by advertising agencies and reviewed by out-of-state judges from within the advertising industry.

"It is great to see a video that was created on a shoestring budget and not intended to be shown on television, receive prestigious accolades like the D Show 'Best TV Commercial' honor," said Olivier Francois, Head of FIAT Brand Worldwide and Chrysler Group LLC and Fiat Group Automobiles Chief Marketing Officer. "'Seduction' started out as a video supporting a speech and then went viral on the web. Our dealers saw it, loved it and wanted to see it on television. This is a success story of how an auto show video became a Super Bowl commercial hit and continues to grow a fan base and win awards."

The digital spot titled "Seduction" made its debut at the 2011 Los Angeles Auto Show to hundreds of journalists and then was posted to the FIAT brand's YouTube site. Without having ever been aired on television or cable networks, it rapidly spread through the web and gained global attention, exceeding one million views. The commercial first aired on television during the 2012 NFL Championship Game.

"Seduction" was created in partnership with the Dallas-based The Richards Group and can be viewed at the FIAT brand's YouTube site.

Two more ads were also recognized at The 2012 D Show. Ram Truck brand's "Code of the West" ad, also created by The Richards Group, received an award in the "Integrated Branding Campaign" category, while FIAT's "Aurasma" spot created by Doner, Detroit received accolades in the "Innovative Media" category.

About the 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 500 is synonymous with modern simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original Cinquecento, the new Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 800,000 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 80 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). In the U.S. the 2012 Fiat 500 was named "Best Buy" in the subcompact category by Consumers Digest and was deemed a "Top Safety Pick" by the influential Insurance Institute for Highway Safety (IIHS).

The FIAT brand portfolio in North America continues to expand with the arrival of the high-performance Fiat 500 Abarth, a full-electric version of the Fiat 500 and the launch in 2013 of the Fiat 500L, an new five-passenger model that will expand Fiat's brand style and efficiency into the growing B-segment.

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