

"Godzilla Craves Italian" FIAT Brand Commercial Debuts Across Television on Monday, May 5

- Thirty-second television spot brings Godzilla to life with the same team that created the creature visual effects for the upcoming feature film
- Social media campaign offers fans a chance to win exciting prizes, including movie tickets and a trip to San Francisco
- Extended commercial can be viewed at FIATUSA.com

May 5, 2014, Auburn Hills, Mich. - Leading up to the May 16, 2014, release of Warner Bros. Pictures' and Legendary Pictures' hugely anticipated epic action adventure "Godzilla," FIAT Brand North America launches a new commercial across television on Monday, May 5. The 30-second spot features Godzilla rampaging through an American city, targeting anyone driving a FIAT vehicle. The visual effects were created by the visual effects house Moving Picture Company (MPC), the team responsible for bringing Godzilla to life in the film, who achieve the same level of cinematic finish and dramatic impact in the spot. The commercial begins airing across television today (5/5), with a special extended "Director's Cut" available for viewing at FIATUSA.com.

"As one of the year's most-anticipated films prepares to hit movie screens, we want to think big like the Fiat 500L, and what's bigger than 'Godzilla,'" said Olivier Francois, Chief Marketing Officer - Chrysler Group LLC and Fiat Group Automobiles Head of Fiat Brand. "There's no escaping that whether appetites run for a sporty Fiat 500C, the small-but-wicked Abarth or the four-door Fiat 500L, there is a FIAT for every taste."

The new commercial unleashes Godzilla on the streets of a major city, where he devours a number of Fiat 500 vehicles. While a helicopter hovers overhead, a yellow four-door Fiat 500L zips through the streets below unsuccessfully trying to evade Godzilla's path. But Godzilla gets much more than he bargained for with the Fiat 500L when he scoops it up! Godzilla is back! "And it looks like he's craving Italian!" The spot achieves a striking cinematic feel through its detailed environments, realistic atmosphere and the awe-inspiring power of Godzilla himself.

In addition to the co-branded TV spot, FIAT USA is also executing a movie-themed promotion in support of Godzilla, which invites fans to participate in two distinctive social programs. Beginning, Friday, May 9, the "FIAT Godzilla Giveaway" challenges fans of FIAT and "Godzilla" to prove their ultimate fandom by inviting their Facebook friends and fellow aficionados to "like" FIAT USA on Facebook. Users simply visit the "FIAT Godzilla Giveaway" tab on the FIAT USA Facebook page. Throughout the length of the promotion, movie passes and concessions will be given away in daily sweepstakes. A point system will determine the grand prize winner, who will be awarded the ultimate "Godzilla" movie experience — 10 movie passes, \$150 for concessions and "Godzilla"-themed merchandise.

At the end of May, fans can visit www.FIATUSA.com and click on the "San Francisco Showdown" icon to help Godzilla search through a Giga Pixel landscape photograph of San Francisco, the city in which the film's spectacular finale plays out, to find the hidden FIAT brand vehicles and FIAT logos. For each find, users gain one entry into the sweepstakes to win a three-day trip for two to San Francisco.

The 30-second commercial was created in partnership with Dallas-based The Richards Group.

About the All-new Fiat 500L

Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for more than 55 years, the all-new 2014 Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics, a 160-horsepower 1.4-liter MultiAir® Turbo engine and two fuel-saving, six-speed transmission offerings, all wrapped in contemporary Italian design.

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. The FIAT brand portfolio in North America continues to expand. In 2013, the FIAT brand launched the high-performance Fiat 500 Abarth Cabrio, the fully electric Fiat 500e, the Fiat 500L and Fiat 500L Trekking.

About "Godzilla"

The world's most revered monster is reborn as Warner Bros. Pictures and Legendary Pictures unleash the epic action adventure "Godzilla" from visionary new director Gareth Edwards (Monsters). Edwards directs Godzilla from a screenplay by Max Borenstein, story by David Callaham, based on the character Godzilla owned and created by TOHO CO., LTD. Thomas Tull produced the film, along with Jon Jashni, Mary Parent and Brian Rogers. Patricia Whitcher and Alex Garcia served as executive producers, alongside Yoshimitsu Banno and Kenji Okuhira. Warner Bros. Pictures and Legendary Pictures present a Legendary Pictures production, a Gareth Edwards film, Godzilla. Slated to open beginning May 16, 2014, the film will be presented in 3D, 2D and IMAX® in select theatres and distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company, except in Japan, where it will be distributed by Toho Co., Ltd. Legendary Pictures is a division of Legendary Entertainment. Godzillamovie.com.

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