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Gucci and FIAT To Unveil Fiat "500 by Gucci" During New York Fashion Week

August 15, 2011, Auburn Hills, Mich. - Set to debut during New York Fashion Week (Sept. 8 – 15) on Fashion's Night Out (Sept. 8), the new Fiat 500 by Gucci limited-edition models represent the perfect combination of craftsmanship and style, and bring together two of Italy's most respected brands. In the year that sees the 150th anniversary of the unification of Italy and Gucci's 90th anniversary, these special editions of the Fiat 500 and 500 Cabrio have been customized by Gucci Creative Director Frida Giannini in partnership with Fiat's Centro Stile.

"In the 50s, the Fiat 500 created a style revolution when it first hit the road. It quickly became the must-have car of its time. Travelling in style has also been at the heart of Gucci ever since Guccio Gucci founded his company as a producer of leather trunks, suitcases and handbags in 1921. So, when Lapo Elkann suggested the idea of this collaboration it struck me as a perfect opportunity to create a new modern travel statement in Gucci's 90th anniversary year," said Frida Giannini.

Inspired by neo-classic black-and-white film, the new black-and-white Fiat 500 and 500c by Gucci models are finished in unique eye-catching glossy pearl-glass paint. These two distinct colors complement one another: black with detailing in shiny chrome paired with interiors that contrast sharp black and white for a contemporary and racy attitude. White with satin chrome detailing and ivory and black interiors for a softer, sophisticated look.

"With Gucci as our design partner, we've amplified the Italian style of our Fiat 500 with unique exterior and interior looks that will make the car truly unique on the road," said Laura Soave, Head of FIAT Brand North America. "This special edition adds dimension to the Fiat 500 portfolio and will appeal to North American customers who appreciate Italian style just as much as modern technology, value and fuel efficiency."

The worldwide launch of the Fiat 500 by Gucci has been developed with the support of Lapo Elkann and his agency, Independent Ideas, and includes a fully integrated above- and below-the-line campaign. Commenting on the collaboration, Lapo Elkann said, "I am honored that I was able to connect Fiat and Gucci, especially in such an important anniversary year for Italy. Being Italian, it makes me proud to have contributed to this Fiat 500 by Gucci, which brings together the spirit of two brands that so perfectly symbolize our country's savoir faire in the world. It has indeed been very gratifying to work again on the car I love most with Fiat's Centro Stile and with Frida Giannini."

The exclusive Fiat 500 by Gucci models feature several exclusive design elements that highlight the Fiat 500's iconic silhouette. A signature Gucci green/red/green web stripe runs along the entire bodyside perimeter on the Fiat 500 by Gucci, or across the length of the power-retractable cloth top on the Fiat 500c by Gucci model. Chrome cursive "Gucci" signatures complete the door frames and hatchback, complementing the satin-chrome exterior accents, such as mirrors, door handles and hood spear, which are highlighted in signature diamond black or diamond white glossy pearl-glass paint. Adding to the vehicle's sculpted fenders are uniquely designed, retro-inspired 15-inch aluminum wheels with interlocking "GG" hubcaps and brake pads, which have been lacquered in signature Gucci green.

The interior space of the Fiat 500 by Gucci is stylish, yet functional, down to every last detail: chic embroidery, exclusive materials, glossy and satin chromes, the velvety varnish on the "radioboard," the two-toned seats in Frau leather with the Guccissima print. Premium leather accents are also found on the interior door panels and on the hand-stitched leather-wrapped steering wheel, finished in a two-tone ivory and white combination.

Additionally, the Fiat 500 by Gucci features premium amenities, including the all-new six-speed automatic transmission with driver-selectable gear changes, BLUE&ME™ hands-free communication technology with USB port, eco:Drive™ Application and iPod control capability, SIRIUS Satellite Radio, Bose® Energy Efficient Series audio system with six premium speakers and subwoofer, power sunroof, automatic climate control, seven standard air bags, security alarm, power windows, power door locks, power heated mirrors, speed control, fog lamps and reconfigurable

Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty average fuel economy and tire-pressure monitoring display (TPM).

The 2012 Fiat 500 by Gucci models will be available exclusively at FIAT Studios nationwide December 2011. For more information, visit www.fiatusa.com/gucci.

Completing the customization is the exclusive 500 by Gucci collection, including travel accessories, small leather goods, drivers, tracksuits, bombers, driver gloves, sunglasses and a watch, which are available in select Gucci stores and online at www.gucci.com.

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Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

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