

## **2012 Fiat 500 Shines During the 2011 American Music Awards®**

*The all-new 2012 Fiat 500 makes appearance on the stage with Jennifer Lopez*

November 20, 2011, Los Angeles - The all-new 2012 Fiat 500 was present alongside Jennifer Lopez during her performance of "Papi," at the 2011 American Music Awards® (AMAs) held Sunday, Nov. 20 at the NOKIA Theatre L.A.

"The FIAT Brand is honored to share the stage with Jennifer Lopez at the 2011 American Music Awards, her drive and determination is the common thread that is shared with the brand and our philosophy that 'Life is Best When Driven,'" said Olivier Francois, CEO of the FIAT Brand. "This appearance allows us to continue to expose the 2012 Fiat 500 to a wide demographic. These past few days have been momentous for FIAT as we have recently revealed the all-new 2012 Fiat 500 Abarth at the 2011 Los Angeles Auto Show."

This September, the FIAT Brand announced its collaboration with Lopez, which included placement of the 2012 Fiat 500 Cabrio in Lopez's music video, "Papi," as well as a 30-second trailer of the video, featuring the vehicle. Lopez also appears in two additional commercials for the brand, "My World" and "Elegance," which features the Fiat 500 Cabrio and the Fiat 500 by Gucci models.

Both commercials can be viewed at the FIAT brand Facebook page at <http://www.facebook.com/FIATUSA> and on the FIAT brand YouTube channel at <http://www.youtube.com/FIATUSA>.

### **About the American Music Awards**

In 1973 Dick Clark created the American Music Awards to pay tribute to popular musicians from various genres of music and to put audiences in touch with the latest phenomena in American music. Since its founding, the AMAs have honored and showcased the talents of some of the biggest names in the music industry.

### **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 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).

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