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## **FIAT Brand's Hot Digital Spot Receives VH1 'Pop-Up' Video Treatment**

- 'Seduction' debuts as a 'Pop-Up' commercial on VH1.com
- Fiat's digital spot has hit more than two million views since its debut at the 2011 Los Angeles Auto Show

December 7, 2011, Auburn Hills, Mich. - After making its debut at the 2011 Los Angeles Auto Show, the FIAT brand's new digital video, "Seduction," is receiving a pop-up video treatment from VH1. A pop-up version of the digital hit will be featured on VH1.com's "Pop-Up Video" site ( <http://on.vh1.com/FIATpop>) starting today through Saturday, Dec. 31. FIAT and VH1 fans will be able to view fun facts about the 60-second spot that has intrigued more than two million people.

"'Seduction' was created to generate awareness for the introduction of the 2012 Fiat 500 Abarth – it's an edgy video that captures the intensity of this all-new vehicle," said Tim Kuniskis, Head of FIAT Brand North America. "VH1 has taken "Seduction" to the next level by giving it another unique and fun twist that both FIAT and VH1 fans will thoroughly enjoy."

"Pop Up Video has grown into a pop culture institution of its own, intriguing and entertaining our viewers with an added layer of engagement over their favorite music videos," said Mark McIntire, Senior Vice President, Integrated Marketing, VH1. "FIAT's 'Seduction' spot has already attracted a lot of buzz around the world, making it an excellent candidate for 'popping.' Giving their video fun, behind-the-scenes details in our unique pop-up format will help expand the viewership for the spot and keeps the conversation going among consumers."

The digital spot was first seen at the 2011 Los Angeles Auto Show during the reveal of the 2012 Fiat 500 Abarth. The video immediately went viral capturing global attention and more than one million viewers in one week. The digital spot transforms the unique characteristics of the Fiat 500 Abarth into a sensual and strikingly stunning model and "imagines" the scenario behind a first time encounter of the all-new vehicle. The spot ends with a new tagline, "The Fiat 500 Abarth. You'll never forget the first time you see one."

The pop-up version of "Seduction" can be viewed at <http://on.vh1.com/FIATpop>.

### **About VH1**

VH1 connects viewers to the music, artists and pop culture that matter to them most with TV series, specials, live events, exclusive online content and public affairs initiatives. VH1 is available in 98 million households in the U.S. VH1 also has an array of digital channels and services including VH1Classic, VH1 Soul, VH1 Mobile, VH1Games and extensive broadband video on VH1.com. Connect with VH1 at VH1.com.

### **About the 2012 Fiat 500 models**

Building on the attributes that made the original version an icon more than 50 years ago – the 2012 Fiat 500 models provide an entirely new generation of drivers with the best of Italian motoring: craftsmanship, style and safety, combined with fun-to-drive small-car efficiency.

The 2012 Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, seven standard air bags and available TomTom® Navigation with standard BLUE&ME™ Handsfree Communication technology, the new Fiat 500 offers a unique driving and ownership experience. This package is

further enhanced with new quality and refinement adaptations for the U.S. market, plus a "Top Safety Pick" for 2011 by the Insurance Institute for Highway Safety (IIHS).

Expanding on the qualities that have made the original Fiat 500 (Cinquecento) a timeless and efficient automobile, the new 2012 Fiat 500 Cabrio (500c) adds open-air freedom and even more driving enjoyment. And with its cleverly designed multi-position power-retractable cloth top and iconic body-side silhouette, the new Fiat 500c delivers style with class-leading interior sound quality.

At local FIAT Studios, customers may choose to personalize their Fiat 500 or 500c with selections including as many as 14 available exterior paint colors, 14 unique seat color combinations, three models and two interior environments. And to ensure that every new 2012 Fiat 500 will be distinct, a full line of authentic Fiat 500 accessories by Mopar® will offer customers even more personalization possibilities, including unique striping packages, exterior and interior styling accessories and authentic FIAT-styled merchandise.

Offering even more exclusivity and style, the limited-edition 2012 Fiat 500 and 500c by Gucci models arrive at FIAT Studios nationwide this December. For more information, visit [www.fiatusa.com/gucci](http://www.fiatusa.com/gucci). The high-performance Fiat 500 Abarth will arrive into the U.S. market in the first-half of 2012.

The 2012 Fiat 500 and 500c Pop models have a U.S. MSRP of \$15,500 and \$19,500 respectively (plus \$500 destination).

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