

The FIAT Brand Hits the Open Road With Instagram's #JJ Community

- Founder and lead photographers from the #JJ community take a Photographic Road Trip from Chicago to New York in a Fiat 500L for the "Open Road Challenge" contest
- To enter the Open Road Challenge, contest participants should follow @joshjohnson on Instagram and submit their photos for the daily photo challenges
- The grand prize winner of the "Open Road Challenge" contest will receive a 2014 Fiat 500L

September 17, 2013, Auburn Hills, Mich. - The FIAT brand has partnered with one of Instagram's first and most active creator communities, #JJ, to commission its founder and top photographers to embark on a photo-documented open road adventure in the new Fiat 500L. The road trip began yesterday, Sept. 17, at the FIAT Studio in Chicago and will make stops in Detroit, Pittsburgh, Washington, D.C., and finally New York City on Sat., Sept. 21. During the five-day road trip, the #JJ team will issue five photo challenges as part of the "Open Road Challenge" contest and will host local meet-ups (InstaMeets) at designated destinations along the route. Participants who submit photos to the challenges will have a chance to win a 2014 Fiat 500L.

"Our consumers love to express themselves, which is often the reason why they choose a FIAT brand vehicle," stated Jason Stoicevich, Head of FIAT Brand North America, Chrysler Group LLC. "We want to encourage self-expression and this is why we developed the "Open Road Challenge" in partnership with the #JJ community, to reward the artistic curiosity and creativity of their followers."

Now through Sat., Sept. 21, the #JJ team will announce a daily photo challenge via the @joshjohnson Instagram account. To participate, entrants must upload a photo that reflects the daily theme to Instagram. At the conclusion of the road trip, the #JJ team will select up to three images from each of the daily challenges, for a total of 15 images, to feature for public voting on the FIAT USA Facebook page. From Thurs., Sept. 26 to Thurs., Oct. 10, these top photos will be available for public voting on the [Open Road Challenge tab](#) on the official FIAT USA Facebook page. A combination of public votes and judges' scores will determine the grand prize winner of the Open Road Challenge contest and he or she will take home a 2014 Fiat 500L. Additionally, fans who vote in the contest will have the opportunity to win one of four \$500 gift cards.

With five InstaMeets scheduled throughout the road trip and a special after-glow party, the FIAT brand is bringing to the more than 400,000 loyal followers of the #JJ community the unique opportunity to meet and participate in photo walks alongside the #JJ team. The Chicago InstaMeet took place yesterday evening at Navy Pier. The remaining InstaMeets will take place at the following times and locations:

- 5:30 p.m., Wed., Sept. 18 – Detroit, Grand Circus Park
- 5:30 p.m., Thurs., Sept. 19 – Pittsburgh, Station Square
- 5:30 p.m., Fri., Sept. 20 – Washington, D.C., Thomas Jefferson Memorial
- Noon, Sat., Sept. 21 – New York, Brooklyn Bridge

Then, on Sat., Sept. 21 at 5 p.m., there will be an official grand opening party for FIAT Studio of Manhattan. There is limited availability. RSVP on the FIAT [Open Road Challenge tab](#) for your chance to attend.

For more information on the InstaMeets and after-party, to RSVP to the photowalks, to learn more about how to participate in the daily challenges or to vote for your favorite images, visit www.facebook.com/fiatusa.

NO PURCHASE NECESSARY. The FIAT Open Road Challenge Contest started on 9/17/13 at 10 a.m. ET and ends 9/21/13 at 11:59:59 p.m. ET. The Open Road Challenge Sweepstakes starts on 9/26/13 at 10 a.m. ET and ends 10/10/13 at 9:59:59 A.M. ET. Open only to eligible legal residents of the 48 contiguous United States/D.C. and at least 18 years old at time of entry. Click on [Official Rules](#) for entry instructions, odds of winning, prize details,

restrictions, etc. This Contest and Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. Void in AK, HI, and where prohibited or restricted by law. Sponsor: Chrysler Group LLC, 1000 Chrysler Drive, Auburn Hills, MI 48326-2766.

About Fiat 500L

With its Italian design and city-friendly functionality, the all-new Fiat 500L five-passenger model expands the appeal of the brand's iconic Fiat 500 with even more style and efficiency in the growing B-segment. The Fiat 500L — the L stands for 'Large' — follows the U.S. introduction of the high-performance Fiat 500 Abarth, and the all-new, all-electric Fiat 500e available exclusively in California. The Fiat 500L and 500L Trekking are available in studios nationwide.

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.

Reminiscent of the original Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 countries around the world. 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). This year, the 2013 Fiat 500 was named to the "10 Coolest New Cars Under \$18,000" list by Kelley Blue Book's KBB.com.

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 and the Fiat 500L, an all-new five-passenger model that expands FIAT's brand style and efficiency into the growing B-segment.

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