

The FIAT Brand to Bring a Splash of Color to LA Auto Show; Artist to Paint Italian Masterpiece Inside Fiat 500L

- An iconic canvas fit for a masterpiece – Italian artist Nicola Verlato to paint the ceiling of a Fiat 500L on showroom floor during LA Auto Show
- “Fiat 500L Italian Masterpiece” to pay homage to Renaissance period’s Michelangelo; Artist will lie on his back to paint inside vehicle
- Painting to take place over six days (Wed., Nov. 20 - Mon., Nov. 25) LIVE on showroom floor
- Time-lapsed video will showcase Verlato’s daily progress, beginning Nov. 21

November 18, 2013, Auburn Hills, Mich. - FIAT Brand North America will bring a splash of color to this year’s Los Angeles Auto Show by commissioning noted Italian artist Nicola Verlato to paint an Italian masterpiece, inspired by one of the most recognized fresco works of the Renaissance era, inside a Fiat 500L. Verlato will paint his masterpiece, which will pay homage to elements of Michelangelo’s work inside the Sistine Chapel, using the ceiling of the all-new Fiat 500L as his canvas. The artist will work Nov. 20-25 on the showroom floor. The vehicle will be on display for the remainder of the LA Auto Show, which runs through Dec. 1. More information on the Fiat 500L Italian Masterpiece, including behind-the-scenes footage of the project’s preparation, can be found at <http://www.fiatusa.com/en/social/>.

“The FIAT brand is about immersing oneself in Italian style, design and culture,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC and Head of FIAT Brand Worldwide. “We wanted to play with this concept by taking one of the most far-reaching pieces of old world art and combining it with the iconic new design of the Fiat 500L.”

For those unable to attend the LA Auto Show in person, Verlato’s daily progress can be seen on www.fiatusa.com/en/social/ beginning Nov. 21, which will showcase time-lapsed video from the showroom floor at the end of each day.

The red Fiat 500L with a tan/dark gray interior will be specially reconfigured and prepped for the project, including the installation of a special fiberglass ‘ceiling’ (specially coated to absorb paint) replacing the vehicle’s headliner. In addition, the seats have been removed, and a special floor has been created to allow Verlato to move and swivel as he paints on his back, in the style reminiscent of Michelangelo and other artists who worked during the Renaissance era.

Nicola Verlato, born in Verona, Italy, spent his childhood summers painting in the studio of a nearby monastery. At the age of 15, he had his first show. He studied at the University of Venice where he honed his skills in drawing, painting and other disciplines. Soon after, he gained recognition in Milan and later relocated to New York and then Los Angeles. His work is shown in galleries around the world. More info on Verlato can be found at www.nicolaverlato.com/bio.

FIAT Brand

FIAT brand celebrates 125 years as an automaker and some things haven’t changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com

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