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## Loews Hotels & Resorts Revs Up Partnership with the FIAT Brand Offering Four-Wheeled Convenience at Select Properties

- Chauffeured Fiat 500L service rolls out at five participating Loews Hotels, as three properties go even further with complimentary FIAT loaner vehicles for guests

March 12, 2014, Auburn Hills, Mich. - Got someplace to go? Five participating Loews Hotels will get guests where they're headed in style, safety and comfort thanks to a new partnership with the FIAT brand. The first-of-its-kind collaboration for the New York-based hotel group and the Italian automaker will bring chauffeured service to guests in all-new 2014 Fiat 500L vehicles at five Loews addresses across North America starting this week.

Chauffeur-driven Fiat 500L service rolls out this week at Loews Madison Hotel in Washington, D.C., Loews Regency Hotel in New York City, Loews Hollywood Hotel, Loews Santa Monica Beach Hotel and Loews Miami Beach Hotel. Meanwhile, Loews Miami Beach, Loews Hollywood and Loews Santa Monica Beach will go even further, offering two complimentary FIAT loaner vehicles – the Fiat 500L, and either the Fiat Cabrio or the all-electric Fiat 500e (depending on location) – for guests to drive themselves for the day during their stay (up to three hours a day). As any traveler who has tried to catch a cab or arrange a car in an unfamiliar city will tell you, that's an offer too good to pass up!

Wherever they're headed, the new four-door Fiat 500L is quite a ride. Fun, flirty, smart and stylish, the 2014 edition plays out as a sophisticated and attainable urban utility vehicle. With a 1.4L MultiAir Turbo Engine under the hood, six-speed transmission on the floor, expansive interior space, and admirable fuel economy of 33 mpg on the highway and 25 mpg in the city, the Fiat 500L is the perfect travel accessory exclusively for Loews guests.

"Loews has never done anything like this before," said Elizabeth Harlow, Senior Vice President of Marketing for Loews Hotels & Resorts. "Whether as a perk for business or an upgrade for pleasure, the Fiat 500L service is an amenity that speaks to our guests in a language they can appreciate and a style they deserve."

"This is a first of its kind partnership for the FIAT brand," said Casey Hurbis, Head of Communications, FIAT Brand North America. "This is an innovative union that reinforces the style, fun and individualism that characterize both the FIAT and the Loews Hotels brands as we both continue to evolve and reach out to a new demographic – and a new lifestyle."

Seasonal rates at Loews Hotels from $209 per night. For more information or to arrange your stay, call 1-800-23-LOEWS or visit www.loewshotels.com.

**About Loews Hotels & Resorts**
Headquartered in New York City, Loews Hotels & Resorts owns and/or operates 18 hotels and resorts in the U.S. and Canada, including the newly acquired Loews Madison Hotel located in the heart of Washington at the epicenter of legendary D.C. landmarks and the Loews Boston Hotel, one of Boston's preeminent historic buildings, situated on the corner of Berkeley and Stuart Streets. Located in major city centers and resort destinations in North America from coast to coast, the Loews portfolio features one-of-a-kind properties that go beyond Four Diamond standards to delight guests with a supremely comfortable, uniquely local and vibrant travel experience. For reservations or more

information about Loews Hotels & Resorts, call 1-800-23-LOEWS or visit: www.loewshotels.com.

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**About the All-new Fiat 500L**
Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for more than 55 years, the all-new 2014 Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics, a 160-horsepower 1.4-liter MultiAir® Turbo engine and two fuel-saving, six-speed transmission offerings, all wrapped in contemporary Italian design.

**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. 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, the Fiat 500L and Fiat 500L Trekking.

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