

The FIAT Brand Awarded Seven “Lions” at the 2014 Cannes Lions International Festival of Creativity

FIAT USA Rides Wave of Success with Silver “Lion” for its FIATski Watercraft Campaign

June 25, 2014, Auburn Hills, Mich. - The FIAT Brand was awarded seven prestigious “Lion” awards during the 2014 Cannes Lions International Festival of Creativity, the world's biggest celebration of creativity in communications.

In America, the FIAT Brand received a Silver “Lion” in the “Outdoor/Transit” category for its FIATski (watercraft) campaign. In addition to the U.S award, Fiat Automóveis was awarded with five Lions in the festival, including one in the Innovation category, the first one for any Brazilian company. In Italy, the commercial “[Yacht](#)” was granted a bronze in the “TV & CINEMA FILM” in the “Cars” category.

“The FIAT brand made a big splash this year at the Cannes Lions International Festival of Creativity,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC and Fiat Group Automobiles Head of Fiat Brand. “We strive to create compelling campaigns that speak the language of FIAT globally, and to be recognized with seven ‘Lions’ is a tremendous honor.”

In the U.S., the “FIATski” activation was an extension of the FIAT brand’s 2012 “ [Immigrants/Sexy People \(The FIAT Song\)](#)” advertising campaign, which announced the brand’s arrival in America with the Fiat 500 diving into the sea in Italy and re-emerging onto U.S. shores. To extend the idea in the biggest way possible, the entire Fiat 500 family, including the Fiat 500, Fiat Abarth and Fiat 500L, was turned into [watercraft](#) which zipped across the United States during summer 2013, including in [Miami](#), Huntington Beach, Chicago and San Francisco.

The FIATskis stole the show for over 100,000 fans on hand in July for the 2013 US Open of Surfing in Huntington Beach, California. In San Francisco, the watercraft buzzed the harbor during the America’s Cup, shot over to the Golden Gate Bridge and ended up in [McCovey Cove](#) to make an appearance with fans at a Giants baseball game. They even emerged in Chicago along the Lake Michigan waterfront and circled tourist’s boats on the Chicago River en route to an encore at the Lollapalooza Music Festival. And in November 2013, the FIATskis escorted the Italian cruise ship [MSC Divina](#) for its maiden voyage into its new Miami homeport. In the end, all six FIAT watercraft made an unforgettable statement – the Italians are here, and they’re here to party.

The FIAT brand’s FIATski (watercraft) campaign was created in partnership with Dallas-based The Richards Group.

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 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original 1957 Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle’s global popularity. Since its 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.

In North America, the FIAT brand portfolio continues to expand with the introduction of the high-performance Fiat 500 Abarth and 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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