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## **FCA US Uses Television's Biggest Stage – Super Bowl XLIX – to Celebrate Two Significant Brand Events: Global Launch of Newest FIAT and Dodge Brand's 100th Anniversary Milestone**

- In a break from recent Super Bowl creative approaches, FCA US uses humor and interesting twists to capture individual brand personalities and celebrate their significant brand events
- ['The FIAT 500X Blue Pill'](#) playfully touts introduction of all-new crossover 2016 Fiat 500X
- To commemorate Dodge brand's century mark milestone, ['Wisdom'](#) honors centenarians and celebrates their 100 years
- Both 60-second videos make their broadcast television debuts after garnering huge digital success and critical acclaim

February 1, 2015, Auburn Hills, Mich. - The global launch of FIAT brand's newest vehicle, the all-new 2016 Fiat 500X crossover, and Dodge brand's 100th anniversary, the only American Fiat Chrysler Automobiles N.V. brand to achieve this major milestone, were celebrated in the first two of three videos FCA US LLC aired in tonight's Super Bowl XLIX telecast.

The 60-second ["The FIAT 500X Blue Pill"](#) and Dodge ["Wisdom"](#) videos break from most recent FCA Super Bowl creative approaches, as both made their broadcast television debuts on America's biggest television stage after first garnering huge digital success and critical acclaim. Both videos use humor and creative twists to capture the unique characteristics and personalities of each brand – fun and lighthearted FIAT and bold, irreverent Dodge.

"FCA US always strives to do something different, something unexpected yet with a purpose, for the largest television audience of the year and this year's Super Bowl videos are no exception," said Olivier Francois, Chief Marketing Officer, FCA – Global. "The Fiat 500X is an important global launch for us, 100 years also is a significant landmark for an automotive brand, and Dodge is our first U.S. brand to reach this milestone. What better way to share these events with the more than 100 million people watching the Super Bowl telecast than to air two entertaining and successful online hits, ['The FIAT 500X Blue Pill'](#) and ['Wisdom,'](#) on broadcast television for the first time."

This is not the first time FCA US has taken a video that first went viral on the web and given it a wider broadcast television audience. In the 2012 Super Bowl XLVI telecast, FIAT aired "Seduction," an online viral sensation that introduced the Fiat 500 Abarth. The video became an immediate Super Bowl commercial hit, garnering instant viewer and critical acclaim, including being named the "Best TV Commercial" at the 2012 D Show.

### **60-SECOND ['THE FIAT 500X BLUE PILL'](#)**

The video playfully and cheekily introduces the FIAT brand's all-new cross-over 2016 Fiat 500X. Filmed in the cities of Pitigliano, Italy and Sorano, Italy, and featuring Italian actors (Nini Salerno and Adele Pandolfi), the spot follows the epic journey of the ["The FIAT 500X Blue Pill"](#) as it slips through the fingers of an amorous Italian, skipping across rooftops, down a drain pipe, bouncing off villa walls, pinging across café tables and eventually dropping the open fuel tank of a Fiat 500. Given the ["The FIAT 500X Blue Pill,"](#) the vehicle becomes a "bigger, more powerful and ready for action" cross-over 2016 Fiat 500X. The video can be viewed at [FIATUSA.com](http://FIATUSA.com).

["The FIAT 500X Blue Pill"](#) first debuted as a longer-form video at the October 2014 Paris Motor Show during the FIAT brand's global reveal of the all-new 2016 FIAT 500X. It gained traction as a viral video, receiving nearly 10 million views online prompting the decision to air it this year during the Super Bowl telecast.

[“The FIAT 500X Blue Pill”](#) was created in partnership with Dallas-based The Richards Group

## **60-SECOND ‘WISDOM’**

[“Wisdom”](#) commemorates Dodge’s first 100 years with centenarians who have an attitude, defiance and an irreverence that is the core of Dodge’s DNA. In the new 60-second video, 11 centenarians give viewers their advice for living life to the fullest: “I want to tell the world what I have learned,” “Live for now,” “Because life is good, you make it good,” “There are miracles all around you.” As the spot progresses, their words begin to take on more attitude and defiance, as the sounds of an engine roars in the background. “Keep your eyes open and sometimes your mouth shut,” “Don’t complain,” “Tell it like it is,” “Hesitate and you lose,” “Put your pedal to the medal,” “Live fast,” “And never, ever, forget where you came from.”

“You learn a lot in 100 years. Here’s to the next 100. Born Dodge,” reads on-screen copy at the end as a 2015 Challenger screeches out of the frame with one of the centenarians extending his arm in a “rock on” hand gesture.

The original longer “Wisdom” web video was an instant digital phenomenon when it was first posted in April 2014, amassing nearly 4.5 million views in less than 24 hours – surpassing the 24-hour record views previously held by the Company’s iconic Super Bowl commercials (“Born of Fire,” “Farmer,” “Whole Again,” “Halftime in America,” “Seduction” and “America’s Import.”) The original long-form web video received more than 7 million views prior to its Super Bowl telecast debut.

[“Wisdom”](#) was created in partnership with Dallas-based The Richards Group and can be viewed at [dodge.com](http://dodge.com).

## **About the FIAT 500X**

The all-new Fiat 500X was designed at Centro Stile in Turin, Italy, where designers leveraged the character and iconic features of the Fiat 500 into a larger and more mature package. On the exterior, design elements like double headlamps, a trapezoidal nose, the signature “whiskers and logo” face and the rounded clamshell hood pay homage to the original Cinquecento. The purposeful and distinct Italian design carries through to the interior with clever storage, body-color instrument panel, a circular cluster display and iconic door handles.

The 2016 Fiat 500X is available in five trim levels: Pop, Easy, Lounge, and for a more rugged look, Trekking and Trekking Plus. The Trekking and Trekking Plus models feature unique front and rear fascia designs, and satin silver accents for a distinct, adventurous appearance.

Crafted in Italy at the FCA Melfi assembly plant, the all-new Fiat 500X will arrive in FIAT studios in North America in the first half of 2015. As a global vehicle, it will go on sale in more than 100 countries worldwide.

## **About FIAT Brand**

The FIAT brand stands for discovery through passionate self-expression. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is sold in more than 100 countries around the world and is synonymous with modern, simple design blending form, function, technology and a pride of ownership that is genuine.

In North America, the Fiat 500 was introduced in March 2011 and was soon followed by the Fiat 500c (Cabrio), the high-performance Fiat 500 Abarth and Abarth Cabrio, the fully electric Fiat 500e and the five-passenger Fiat 500L. The FIAT brand continues to expand with the introduction of the Fiat 500X, an all-new crossover that combines Italian style with functionality, performance and all-wheel drive confidence. The all-new Fiat 500X will arrive in FIAT studios in the second quarter of 2015.

## **About Dodge Brand**

The Dodge brand is America’s mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the “mainstream performance” brand and SRT is positioned as the “ultimate performance” halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand’s full lineup of 2015

models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and Charger SRT Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and its flagship, the Dodge Viper.

#### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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