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Derek Zoolander is Face of New Fiat 500X Advertising Campaign in Partnership With FIAT Brand and Paramount Pictures Upcoming Film "Zoolander No. 2"

- Co-branded advertising campaign brings together automaker, Hollywood studio and international supermodel Derek Zoolander
- :60 spot debuts on television and online Sunday, January 10, during the Golden Globes telecast; :30 spot to launch across television starting Monday, January 11
- Campaign debuts in advance of Paramount Pictures' highly anticipated "Zoolander No. 2," debuting in North America on February 12, 2016
- Multimedia campaign spans across television, digital and social media

January 10, 2016, Auburn Hills, Mich. - FCA US LLC and Paramount Pictures have teamed up for a second partnership, this time with the FIAT brand in a new co-branded marketing collaboration that casts world renowned international supermodel Derek Zoolander as the new face of the all-new Fiat 500X cross-over. The automaker launched the new marketing campaign with a [60-second spot](#) debuting tonight (Sunday, January 10) during the Golden Globes telecast. A 30-second commercial will launch across television Monday, January 11. Both spots can be seen online across the FIAT brand's social and digital channels. "Zoolander No. 2" arrives in theaters on February 12, 2016.

The co-branded promotional advertising campaign will span across television, digital and social media.

"Joining forces with Paramount Pictures and 'Zoolander No. 2' allows us to align the Fiat 500X with a pop culture moment through one of this year's most anticipated films," said Olivier François, Chief Marketing Officer and Head of FIAT Brand, FCA – Global. "Having international fashion icon Derek Zoolander, who is known for his distinctive style and playful spirit, behind the wheel of the Fiat 500X provides exceptional relevance to the global message of the FIAT brand."

"We are thrilled for Derek Zoolander fans around the world to finally see the result of our year-long collaboration with the FIAT team on a campaign so perfectly in sync with his character," commented LeeAnne Stables, President of Worldwide Marketing Partnerships at Paramount Pictures. "These FIAT spots are a hilarious reminder of the fun that audiences will have when the movie releases next month."

Directed by Jeff Mann ("Zoolander No. 2"), the campaign's co-branded television commercial [with background music from Frankie Goes to Hollywood's "Relax (Don't Do It)"] is located on a city street corner where Derek Zoolander sets off a traffic camera. And because he's Derek Zoolander, he's got a decidedly different take on how to deal with the situation. While others may lament their bad fortune, he seizes it as an opportunity, hilariously backing up the Fiat 500X multiple times to perfect his "blue steel" pose for the camera. When approached by a police officer, his response is typical Zoolander, saying, "*I know. I was driving while hot.*"

"Just as Derek Zoolander turns heads on international runways, the Fiat 500X stands out on the roads around the world with its combination of Italian style, available advanced all-wheel-drive system, functionality and an array of comfort, convenience, and safety and security features," said Tim Kuniskis, Head of Passenger Car Brands - Dodge, SRT, Chrysler and FIAT, FCA - North America. "Our partnership with Paramount Pictures and 'Zoolander No. 2'

plays perfectly to fans of the movie and to the sensibility of FIAT brand consumers."

The partnership marks the second FCA US LLC and Paramount Pictures tie-in utilizing starring talent, in character, to create original content (following the success of "Anchorman 2: The Legend Continues" and pitchman "Ron Burgundy").

The campaign was created in partnership with Trailer Park. (Testa & Partners is a Los Angeles-based advertising agency formed as a partnership between Armando Testa, the biggest Italian independent agency, and Trailer Park, the leading agency for entertainment and content marketing).

The 2016 Fiat 500X is the latest addition to the FIAT lineup in North America, delivering the Italian design and engaging driving dynamics that are synonymous with the FIAT brand. Crafted in Italy at the Melfi assembly plant, the 500X offers an available advanced all-wheel-drive system, functionality, and a full array of safety, comfort and convenience features. The all-new crossover features two engine options, an available nine-speed transmission and an all-wheel-drive system with a disconnecting rear axle for improved fuel efficiency. Loaded with up to 70 available advanced safety and security features, the Fiat 500X is available in five trim models and 12 exterior colors to offer the personalization options for which FIAT vehicles are known.

ABOUT THE MOVIE

"ZOO LANDER NO. 2" is directed by Ben Stiller and features an all-star cast of Stiller, Owen Wilson, Will Ferrell, Penélope Cruz, Kristen Wiig, Fred Armisen, Milla Jovovich, Christine Taylor, Justin Theroux and Kyle Mooney. The film is written by Justin Theroux & Ben Stiller and Nick Stoller and John Hamburg. Stiller, Stuart Cornfeld, Scott Rudin and Clayton Townsend are producing. Jeff Mann is executive producing.

ABOUT PARAMOUNT PICTURES CORPORATION

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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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