

Fiat 500e Personalized by Hugh Jackman Receives Winning Auction Bid of \$50,000 During MPTF's "One Night Only" Benefit

Celebrity Fiat 500e "Into the Green" Charity Auction Includes Nine Additional Fiat 500e Vehicles Personalized by Jennifer Lawrence, Clint Eastwood, Anne Hathaway, Ron Howard, Barbra Streisand, Hans Zimmer, Kate Hudson, Will.i.am and Ryan Friedlinghaus

- The 10-day FIAT auction at www.ebay.com/fiat500emptf ends on Tues., Oct. 22 at 5 p.m. PT / 8 p.m. ET
- Each personalized all-electric Fiat 500e vehicle includes etched signature on the FIAT glove box by the participating celebrity
- Funds raised as part of "Into the Green" auction to benefit Motion Picture & Television Fund

October 13, 2013, Auburn Hills, Mich. - The Celebrity Fiat 500e "Into the Green" Charity Auction kicked off this past Saturday night (10/12) at the Dolby Theatre during the Motion Picture & Television Fund (MPTF) "One Night Only" Special Benefit Concert, hosted by Hugh Jackman. During the evening's festivities, the first of 10 all-electric Fiat 500e vehicles, personalized by some of Hollywood's biggest celebrities, was auctioned LIVE at the event. The Fiat 500e, personalized by Hugh Jackman, received a winning bid of \$50,000. The auction features nine additional Fiat 500e vehicles on eBay Motors at www.ebay.com/fiat500emptf. Proceeds will benefit MPTF.

The Celebrity Fiat 500e "Into the Green" Charity Auction features vehicles personalized by Jennifer Lawrence, Clint Eastwood, Anne Hathaway, Ron Howard, Barbra Streisand, Hans Zimmer, Kate Hudson, Will.i.am and Ryan Friedlinghaus. Each of the vehicles has an etched signature on the FIAT glove box by the celebrity. The 10-day FIAT auction began at 5 p.m. PT / 8 p.m. ET on Sat., Oct. 12, and ends on Tues., Oct. 22 at 5 p.m. PT / 8 p.m. ET. To join the online auction of the nine Fiat 500e vehicles go to www.ebay.com/fiat500emptf. All the funds raised during the event and ensuing auctions will benefit MPTF. (Winning bidders pick up their vehicles at Orange Coast FIAT in Costa Mesa, Calif.)

The FIAT "Into the Green" program, created in November 2012, was designed with the aim of promoting and raising awareness of the all-electric Fiat 500e. The VIP program loaned a Fiat 500e for periods of up to three months beginning in April. All proceeds from the Celebrity Fiat 500e "Into the Green" Charity Auction will support MPTF in providing its services of healthcare, financial relief and retirement living to the more than 150,000 people it helps yearly.

About the FIAT 500e

With its iconic Italian style, world-class dynamics and environmentally-friendly zero-emissions design, the all-new 2013 Fiat 500e builds on the Cinquecento legacy, while offering customers a no-compromise electric vehicle (EV) that embodies the FIAT brand's simple, purposeful and fun-to-drive values. The Fiat 500e electrifies the Cinquecento lineup with even more innovation and style, an EPA tested 87 miles of best-in-class driving range and an industry-best 108 per gallon equivalent (MPGe) highway rating of pure battery-electric power. The all-new Fiat 500e arrived at FIAT Studios in California this summer.

About MPTF

For over 90 years, MPTF (Motion Picture & Television Fund) has served as a beacon of hope for entertainment industry members in their time of need. As a charitable organization, the MPTF provides financial assistance and services essential to the well-being of the community and is a leader in the development and implementation of services and programs for seniors and those who care for them. MPTF is supported by the generosity of corporate donors and fellow entertainment industry members who contribute their time and money because they believe in the critical importance of Hollywood Helping Hollywood. For more information, visit www.mptf.com.

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