

'A Whole New Way to Look at FIAT' Marketing Campaign Debuts for Fiat 500X Crossover

- Six videos use a series of camera and production techniques, giving viewers a whole new way to look at FIAT
- “[Dollhouse](#),” “[Not a Toy Car](#),” “[Two for One](#),” “[Around the World](#)” and “[Take it for a Spin](#),” which was filmed entirely with a Go-Pro camera, can be found at FIATUSA.com and across the brand’s social channels; sixth video in series to debut later this month
- Fiat 500X spots will run across both TV and online

August 8, 2016, Auburn Hills, Mich. - The FIAT brand has launched a new television and online marketing campaign, “A Whole New Way to Look at FIAT,” for the [Fiat 500X](#) crossover. The videos will air on TV and across the brand’s social channels, including [YouTube](#), [Facebook](#), [Twitter](#) and [Instagram](#). The spots – “[Dollhouse](#),” “[Not a Toy Car](#),” “[Two for One](#),” “[Take it for a Spin](#),” which was filmed entirely with a Go-Pro camera, and “[Around the World](#)” – are currently running across television and online; a sixth video will debut later this month (August). The videos feature the song “HandClap” from Fitz and the Tantrums as the soundtrack.

“We needed to change the conversation and do a fundamental shift in strategy to highlight the specific attributes of the Fiat 500X crossover, including its larger size and 4x4 capability of the model,” said Olivier Francois, Chief Marketing Officer, FCA – Global and Head of the FIAT Brand. “Provoking people to see FIAT in a new and fresh way achieved through creative techniques not used before in car advertising is also a reflection of our philosophy – do things different to stand out. And do them in a way that makes a meaningful difference.”

Using a forced perspective camera technique, “[Dollhouse](#)” and “[Not a Toy Car](#)” highlight the room for five and the cargo space. The use of split screen for “[Two for One](#)” showcases the vehicle’s duality and capability for the urban explorer with innovation, functionality and Italian style. “[Take it for a Spin](#),” shot with a GoPro, uses a unique rig giving viewers 360 views of the 500X’s ability to maneuver on various terrains based on the available all-wheel drive and traction control. “[Around the World](#)” was shot using four simultaneous cameras and a custom rig attached to the car, with footage providing a unique dimension and depth of the surroundings.

“A Whole New Way to Look at FIAT” campaign is created in partnership with FCB Chicago, directed by Jared Eberhardt and produced by Partizan.

About FIAT Brand

Celebrating its 120th anniversary in 2019, head-turning Italian design and the ultimate fun-to-drive factor come standard with every FIAT. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Born in Italy and rooted in a rich heritage, the 500 is now sold in more than 100 countries.

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, the five-passenger Fiat 500L and the all-wheel-drive Fiat 500X crossover. The FIAT brand continued its expansion with the introduction of the Fiat 124 Spider, a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics.

The FIAT brand now offers standard turbo powertrains that deliver at least 30 mpg across the entire product lineup.

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