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## **The Scorpion Conquered Awards and Podium Finish at Targa**

September 15, 2012, Auburn Hills, Mich. - Fresh on the heels of its introduction to the North American market, the high-performance Fiat 500 Abarth took home a second place finish in the highly competitive Open division of the 2012 Targa Newfoundland. Proudly wearing racing number "500," the Fiat 500 Abarth was piloted by two-time Formula DRIFT champion and accomplished stunt-driver Samuel Hubinette, with Targa Newfoundland veteran Jen Horsey as the co-driver. While he is a professional driver, this was Hubinette's first rally.

Two other awards were bestowed upon the Scorpion. One is called the Next Generation Challenge and it recognizes 2009 model year or newer vehicles that are equipped with up to a 1.6-liter engine. The brand also took home the 2012 President's Manufacturers Cup thanks to the impressive combined results of the Hubinette-Horsey team, as well as those of Adrienne Hugues and Roy Hopkins, who piloted and completed the event in a Fiat 500 Abarth wearing racing number "1250."

"Congratulations to Samuel, Jen and the team for a podium finish in one of the world's most challenging and intense road rallies," said Tim Kuniskis, Head of FIAT Brand for North America, Chrysler Group LLC. "The best part is, they did it with a virtually stock Fiat 500 Abarth, just like the one consumers can purchase from their FIAT studio today. Abarth is synonymous with racing and performance in Europe. The success in Targa Newfoundland, proves that this Scorpion can also bite here in North America."

Building on the excitement of the new 2012 Fiat 500 (Cinquecento), the new Fiat 500 Abarth is designed for track-day enthusiasts and driving purists who want the ultimate high-performance small car with the personality of an exclusive Italian exotic.

With its all-new 1.4-liter MultiAir Turbo engine, Abarth-tuned suspension and brake system, race-inspired design and technology features not traditionally included on a small car, the new 2012 Fiat 500 Abarth unleashes the brand's legendary performance heritage to American streets.

In previous Targa events, Chrysler Group has entered an SRT Viper, Chrysler 300C SRT8, Dodge Charger SRT8, Jeep Grand Cherokee SRT8, Dodge Caliber SRT4 and the popular Dodge Challenger.

### **About FIAT**

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 Cinquecento, the 2012 Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 800,000 Fiat 500 vehicles have been sold in more than 80 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 80 awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year, Best New Engine of 2010 (FIAT MultiAir Turbo) and a 2012 "Recommended Pick" by Consumer Guide.

### **About Targa Newfoundland**

Owned and operated by Newfoundland International Motorsports Limited, Targa Newfoundland is one of three internationally recognized Targa motorsports events in the world. The 2012 competition started in St. John's on

September 8 and concluded back in the capital on September 15. The 11th annual rally covered more than 2,000 kilometers of the challenging, twisty roads of the central and eastern portion of Newfoundland, including up to 450 kilometers of closed-road, flat-out Targa stages. Targa Newfoundland is the first and only event of its kind to be held in North America

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