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FIAT Brand Launches First-of-its-Kind Television Campaign with “Endless Fun” GIF Commercials

June 12, 2014, Auburn Hills, Mich. - The FIAT brand launched a first-of-its kind on-air campaign this week featuring :15-second GIFs as part of creative designed for both television and online. The “Endless Fun” campaign kicked off Monday night (June 10) across cable television with four commercials, which can be viewed on the FIAT brand’s [Tumblr](#) page, and a :30 second online version can be viewed on the brand’s [YouTube](#) site. The music featured in the creative is “Biggie Bounce” by DJ Diplo.

“The ‘Endless Fun’ campaign is one that only FIAT could do” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC and Fiat Group Automobiles Head of Fiat Brand. “This is how marketing and pop culture meet. Airing these GIFs as commercials, while a bit irreverent and unexpected, captures the uniqueness of the FIAT brand and the power social media plays upon it.”

Each of the four spots focus on the specific attributes of its model. The :15 commercial, “Open to Whatever,” demonstrates the unexpected fun that can be had with the top down of [Fiat 500 Cabrio](#), as someone drops into the vehicle through its open roof; “More Space, More Fun” shows the roomy 4-door [Fiat 500L](#) orbited by “planets” and its doors open to reveal the possibilities that come with that space; the [Fiat 500 Turbo](#) “Unleash the Horses” spot illustrates the power and zip it has under the hood by having animated horses gallop out of the engine; and the “Deal With It” commercial reflects the overall fun of owning a [Fiat 500](#).

The campaign’s social elements includes asking FIAT fans to create their own FIAT GIFS using the **#MyFIATUSA** hashtag, and submit them to the brand’s [Tumblr](#) page, giving them the opportunity to have their creative work featured on the site.

The FIAT brand’s “Endless Fun” was created in partnership with Dallas-based The Richards Group.

FIAT Brand

FIAT brand celebrates more than 120 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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