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The FIAT Brand Displays Custom Painted Fiat 500e “Star Wars: The Force Awakens” Stormtrooper and Diane Von Furstenberg Custom-wrapped Fiat 500X at 2015 Los Angeles Auto Show

November 19, 2015, Auburn Hills, Mich. - The FIAT brand will have two special custom-designed vehicles on display at the 2015 Los Angeles Auto Show.

As part of the FCA US LLC support of “Star Wars: The Force Awakens,” opening December 18, the FIAT brand will display a custom-painted Fiat 500e stormtrooper. Lucasfilm [recently announced](#) that it is collaborating with FCA US, in addition to six other global brands, for the launch of an expansive, historic promotional campaign in support of “Star Wars: The Force Awakens.”

The exterior livery of the Fiat 500e stormtrooper is inspired by the armor of the First Order Legion, with a two-tone black and white custom painting of the car body. The windshield and the side windows are wrapped to bring out the immediately recognizable visor and helmet of the First Order stormtrooper. Inside, everything is in black and white, too, with total custom front and rear seats upholstered in leather and Alcantara®. The dashboard is painted in white and it is enriched by the “Star Wars” logo on it. All the details are painted in white/black lacquer, and a First Order insignia can be found on the two-tone leather-wrapped steering wheel. Much like the stormtrooper armor itself, the Fiat 500e brings together modern technology and functionality, but with an added classic Italian design, making it the perfect vehicle to take on the galaxy in style. The Fiat 500e stormtrooper was created by Garage Italia Customs.

Recently, in honor of “Force Friday” (September 4), Mattel’s Hot Wheels offered Uber riders in New York City the once-in-a-lifetime chance to catch a free ride in a Dodge Charger uniquely modeled after a “Star Wars: The Force Awakens” stormtrooper.

The FIAT brand will also display a custom-wrapped DVF (Diane von Furstenberg) Fiat 500X during the LA Auto Show. The brand recently announced [the winner](#) of E!’s #DVFXFIAT social contest. Diane von Furstenberg, the inimitable, self-made fashion icon, business woman and mentor, called upon viewers of E!’s “House of DVF” to share their stories of “How I Became the Woman I Wanted to Be.” The challenge mirrored von Furstenberg’s moving 2014 memoir “The Woman I Wanted to Be,” which was released in paperback on October 15. One winner drove away with a custom Fiat 500X crossover wrapped in a DVF Heritage print. The promotion was also an extension of the FIAT brand’s involvement as a series automotive partner where the DVF-wrapped Fiat 500X is featured in E!’s “House of DVF” episode.

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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