

All-new 2017 Fiat 124 Spider Takes Off with Two New Online Videos

- FIAT brand reaches new heights with “[Free Like a Bird](#)” video filmed by a white-tailed eagle
- Video includes music “Free Like A Bird” feat. Wyclef Jean
- “[No Blue Pill Needed](#),” celebrating the return of the Fiat 124 Spider, is follow-up to FIAT brand's award-winning “Blue Pill” video
- Two videos to run online across FIAT brand's digital and social channels, including FIATUSA.com, YouTube, Facebook, Twitter and Instagram
- The FIAT brand worked closely with [FREEDOM](#), a conservation movement that supports and protects threatened birds of prey
- 2017 Fiat 124 Spider returns nearly 50 years after original introduction; revival of roadster continues expansion of FIAT brand in North America
- Fiat 124 Spider Lineup includes: Classica, \$24,995; Lusso, \$27,495; and Abarth, \$28,195 (MSRP)

May 13, 2016, Auburn Hills, Mich. - The FIAT brand marks the return of the all-new 2017 Fiat 124 Spider with the debut of two new videos, “Free Like a Bird” and “No Blue Pill Needed.” The videos will live on the brand's YouTube, Twitter and Facebook channels, with additional content across its digital and social channels, including Instagram.

“Our creative mindset is to always innovate. ‘Free Like a Bird’ is the first commercial ever filmed by an eagle and this distinctive approach demanded music that was equally compelling to serve as the backdrop for the image, and Wyclef Jean enthusiastically jumped at the opportunity, creating a track that is likely to be another chart topper,” said Olivier Francois, Chief Marketing Officer, FCA – Global. “ ‘No Blue Pill Needed’ leverages the strength of the original award-winning ‘Blue Pill,’ which has over 30 million views on YouTube. Allowing our followers to act as a sound board for our campaigns has proven successful for the brand in the past. Posting longer-form versions of both videos – which first appeared during the reveal of the Fiat 124 Spider at the Geneva auto show and L.A. auto show, respectively – across the FIAT brand's digital and social channels gives us the opportunity to see the fans' reactions to both and inspire our decision when it comes time to select the official television campaign.”

[Free Like A Bird | 2017 FIAT 124 Spider | Feat. Wyclef Jean](#): In an automotive first, the FIAT brand reaches new heights with “Free Like a Bird,” which was filmed by an eagle in-flight through the mountains of Palinuro, Italy. The 1:22-minute video, with the song “Free Like a Bird” feat. Wyclef Jean, lives on the FIAT brand's YouTube channel, in addition to content across Facebook, Twitter and Instagram ([#FreeLikeABird](#)). The spot begins with a bird's-eye view of a couple traveling through the Italian mountains in an all-new 2017 Fiat 124 Spider. With a subtle nod to the car model's heritage, a classic 1967 roadster passes by the all-new 2017 Fiat 124 Spider, before revealing the bird's-eye footage is being filmed by an eagle.

Additional footage of “Free Like a Bird” can be seen on the [FIAT brand's YouTube channel](#) :

- [Meet the Director | Free Like A Bird | 2017 FIAT 124 Spider](#)
- [360 Video Experience | Free Like A Bird | 2017 FIAT 124 Spider](#)
- [Behind the Scenes | Free Like A Bird | 2017 FIAT 124 Spider](#)

[“No Blue Pill Needed”](#) : After finding his bottle of blue pills empty, an elderly gentleman (Nini Salerno, with Adele Pandolfi reprising their roles from “Blue Pill,”) spies the all-new 2017 Fiat 124 Spider outside his window and uses it

to race away to get more. Along the drive, set to the music “Papa Loves Mambo,” he discovers that his pills are no longer needed. He returns home to his wife and proudly announces that “we’re back” – a nod to the Fiat 124 Spider’s return to America. Supplementary social content will be posted across the Fiat social channels with the hashtag #NoBluePillNeeded.

About “Free Like a Bird”

The FIAT brand proudly worked closely with [FREEDOM](#), a conservation movement that supports and protects threatened birds of prey, to help create the first commercial co-directed by eagles. Three white-tailed eagles – Roi, Victor and Fletcher – participated in the two-day production. A tiny Sony Action Cam camera, weighing less than 2.8 ounces (80 grams), was placed onto each eagle. The eagles are residents of [FREEDOM](#), whose mission is to protect and reintroduce the endangered birds into their natural habitat and promote the awareness of endangered birds. The eagles featured in the video are currently dependent on falconer Jacques Olivier Travers, who is working to reintroduce them into their natural habitat.

Falconer [Jacques Olivier Travers](#) traveled with the white-tailed eagles (not an endangered species), which were trained over a two-week period. The eagles were treated with the utmost care and their safety was a priority at all times. In addition to Travers and three handlers on set, a representative from the [Humane Society International](#) was in close proximity to the birds at all times. During the two-day production, the eagles slept overnight in the outdoor garden at [Hotel Americana](#) in Palinuro, Italy.

Travers works to introduce endangered birds into a natural habitat and promote the awareness on the plight of the endangered birds of prey. Travers and the white-tailed eagles reside in France, 30 minutes from Geneva, Switzerland. The FREEDOM Conservation has trained eagles for video productions all over the world, from the French Alps to Dubai. More footage from the FREEDOM Conservation can be found [here](#).

The spot was created by FIAT brand in partnership with FCB Chicago.

About “No Blue Pill Needed”

“No Blue Pill Needed” is a follow-up to the FIAT brand’s award-winning “Blue Pill” spot featured during the 2015 Super Bowl telecast. The 60-second spot follows the epic journey of [“The FIAT 500X Blue Pill”](#) as it slips through the fingers of an amorous Italian, skipping across rooftops, down a drain pipe, bouncing off villa walls, ping-ponging across café tables and eventually dropping into the open fuel tank of a Fiat 500. Given [“The FIAT 500X Blue Pill,”](#) the vehicle becomes a “bigger, more powerful and ready for action” 2016 Fiat 500X crossover.

“No Blue Pill Needed” was created by FIAT brand in partnership with Doner.

About the Fiat 124 Spider

The 2017 Fiat 124 Spider revives the storied nameplate, bringing its classic Italian styling and performance to a new generation of vehicles and buyers. Paying homage to the original 124 Spider nearly 50 years after its introduction, the 2017 Fiat 124 Spider delivers the ultimate Italian roadster experience with driving excitement, technology and safety combined with iconic Italian design.

Fiat 124 Spider Classica

The Classica model features a dual-tip exhaust, black roll bar finish and body-color header, side sills and door handles. The vehicle also comes standard with 16-inch alloy wheels, Nero (black) premium cloth seats, halogen headlamps and LED tail lamps. Inside, soft-touch materials on the instrument panel are highlighted with light silver accents. Not visible are eight points to reduce NVH, including insulation in the instrument panel, center tunnel, convertible top and rear trunk, to name a few.

The Classica is available in six colors: Rosso Passione (red clear coat), Bianco Gelato (white clear coat), Nero Cinema (jet black metallic), Grigio Argento (gray metallic), Grigio Moda (dark gray metallic) and Bronzo Magnetico (bronze metallic).

The all-new 2017 Fiat 124 Spider Classica with a six-speed manual transmission has a U.S. MSRP of \$24,995, plus \$995 destination. The all-new 2017 Fiat 124 Spider Classica with a six-speed automatic transmission is \$26,345, plus

\$995 destination.

Fiat 124 Spider Lusso

The Lusso ("Luxury") model builds on the Classica, with standard 17-inch alloy wheels, silver-painted A-pillar header and roll bar cover and dual-tip chrome exhaust. The interior features heated premium leather seats in Nero (black) or Saddle and a leatherette-wrapped cluster brow. The lower instrument panel also is wrapped in leatherette, with Piano Black accents throughout.

The Lusso model is available in seven colors: Rosso Passione (red clear coat), Bianco Gelato (white clear coat), Nero Cinema (jet black metallic), Grigio Argento (gray metallic), Grigio Moda (dark gray metallic), Bronzo Magnetico (bronze metallic) and Bianca Perla (crystal white pearl tri-coat).

The all-new 2017 Fiat 124 Spider Lusso with a six-speed manual transmission has a U.S. MSRP of \$27,495, plus \$995 destination. The all-new 2017 Fiat 124 Spider Lusso with a six-speed automatic transmission has a U.S. MSRP of \$28,845, plus \$995 destination.

Fiat 124 Spider Abarth

The all-new Fiat 124 Spider Abarth offers a sportier, more responsive driving experience for performance enthusiasts at 165 horsepower. Features include a front and rear Bilstein sport suspension, mechanical limited-slip differential, front strut tower bar, Sport Mode selector and sport-tuned chrome quad-tip exhaust with the world-renowned Abarth sound. Its aggressive appearance comes complete with unique front and rear fascia, 17-inch Gun Metal aluminum wheels, Gun Metal exterior accents and an available hand-painted hood stripe, offering a one-of-a-kind appearance. Other available features include a Brembo braking system and Recaro seats for added sportiness.

The Abarth model is available in five colors: Bianco Gelato (white clear coat), Rosso Passione (red clear coat), Nero Cinema (jet black metallic), Grigio Argento (gray metallic) and tri-coat Bianco Perla (crystal white pearl).

The all-new 2017 Fiat 124 Spider Abarth with a six-speed manual transmission has a U.S. MSRP of \$28,195, plus \$995 destination. The all-new 2017 Fiat 124 Spider Abarth with a six-speed automatic transmission has a U.S. MSRP of \$29,545, plus \$995 destination.

Fiat 124 Spider Prima Edizione Lusso

To celebrate the return of the classic nameplate, the first 124 vehicles will be offered as a limited-edition Prima Edizione Lusso. Each will be individually numbered with a commemorative badge and available in exclusive Azzurro Italia (Blue) exterior paint with premium leather seats in Saddle. Consumers who purchase a Prima Edizione also will receive limited-edition items, including a matching blue leather bag, journal with pen, and a poster showcasing original design illustration with vehicle dimensions.

The all-new 2017 Fiat 124 Spider Prima Edizione Lusso has a U.S. MSRP of \$35,000, plus \$995 destination.

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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