

RULES AND REGULATIONS FOR THE '500 AIR DRIVE CHAMPIONSHIP

The company Fiat Group Automobiles S.p.A., with head office in Turin, Corso G. Agnelli 200, capital stock 2,500,000,000 Euro, registered with the Company Register in Turin with registration number 07973780013, tax registration code 07973780013, in an effort to increase sales of its products, intends to run the above prize contest, with the following rules.

Territory

National

Duration

From the 18th of February 2008 to the 3rd of May 2008 (winners will be named by the 15th of June 2008)

Who is eligible to take part

All those who, during the competition period, having visited and registered with the site www.fiat500.com, send in a video that complies with the terms and conditions of the contest.

Model promoted

Fiat 500

Prize

10 iPod touch devices, 16 GB, **with video function**, value EURO **399,00 euro** = (VAT excluded).

Or 10 classic iPod devices, 160 GB, with video function.

Taking part

All those who, as described above, visit the internet sites www.fiat500.com and www.youtube.com/500airdrive during the stated period, will be able to register their details and enter the contest.

Participants are invited to create a video of them miming driving the 500 (i.e. without seeing the car) in a personal, friendly and fun way.

Participants must reproduce the sounds and noises of the car in a natural manner.

Original and creative interpretations and settings will add to the video's chances of success.

The videos will be judged by a special jury.

Videos can be shot on video-cameras, mobile phones, or other video devices.

How to enter videos

Videos can be sent from the web sites and www.fiat500.com www.youtube.com/500airdrive but only after the user registers with the site.

After registration, users will have access to the online form for sending in their video entry.

Video files must not be larger than 3Mb.

The system can only accept files in the following video formats: AVI, WMV, MOV, MPG, 3GP.

Each participant is responsible for the content of his/her video, and by sending the material, they guarantee that the content is not protected by copyright and that they possess the rights of use for the contest (including a release form signed by any actors used, relating to images contained in the video), and that they freely grant Fiat Group Automobiles SpA the right to use the contents for all advertising activities/events for the new Fiat 500.

All videos entered will be examined by a professional jury and will be published online at www.youtube.com/500airdrive. Videos whose contents, in the incontestable opinion of the jury, are considered to be inconsistent with the theme of the contest or of a nature considered offensive and/or harmful to public morals, will not be admitted. In addition, at the incontestable discretion of the jury, videos whose content depicts simulations of road accidents or whose creation is judged to have placed the maker in situations hazardous to their well-being, will not be admitted.

Participants can only register once, and may enter one or more videos by the 3rd of May 2008.

Selection of winners

By the 16th of May 2008 all entries sent through the site www.fiat500.com and published online at www.youtube.com/500airdrive will be judged by a professional jury.

The professional jury will be made up of:

- Sergio Dorizza and Enrico Rodriguez, Group Creative Directors, Leo Burnett Italia
- A Chief Marketing Officer, Fiat Group Automobiles SpA
- An Advertising Director, Fiat Group Automobiles SpA

10 winners will be chosen on merit, in the incontestable opinion of the jury.

5 reserves will be also indicated.

The jury committee will produce a signed report of the winner selection process, bearing the names of the winners and the reasons they were chosen. This report will be stored with all other relevant contest documentation.

Publication of winners

The names of the 10 winners will be published on the site www.fiat500.com and on the web page www.youtube.com/500airdrive.

Each of the contest winners will receive the new **16 GB iPod touch** device with video function.

Should it not be possible award the prize advertised, the organising company reserves the right to replace it with another prize of the same value.

Awarding of prizes and guarantees

All documentation relating to the participants and the assessments by the jury will be subject to examination by a notary or consumer protection representative.

The contest winners will be informed by telephone and by e-mail.

Once they have been informed, they must indicate that they accept the prize in writing within one week of being informed of the win.

Prizes will be awarded to the winners within 180 days of the end of the contest.

- Any unclaimed prizes will be donated to one of the following the Onlus charities:
"Associazione Centro Come Noi S. Pertini – Organismo Sermig di volontariato",
Piazza Borgo Dora 61, 10152 Torino CF 97555980016;
- "Associazione Maria Madre della Provvidenza Giorgio Valsania" Strada Commenda 10/a – Caselle T.se (TO) CF 97689130017;
- Onlus "UGI – Unione Genitori Italiani contro il tumore dei bambini", Piazza Polonia 94 c/o OIRM, 10126 Torino CF 03689330011;
- "Istituto San Tommaso D'Aquino Onlus" – Strada della Rovere 22 – 10024 Moncalieri CF 09147920012;
- "Fondazione Piemontese per la ricerca sul cancro" Strada provinciale 142 – Candiolo (TO) CF 97519070011.

Prize fund

The prize fund is worth a total of **€ 3,990.00**.

Deposit:

The deposit of Euro 3,990.00 = equivalent to 100% of the prize fund, as set out in art. 7 of DPR 430/2001, is valid for the Euro 1,000,000.00= of the cumulative deposit lent to the Ministry for Economic Development by means of an insurance guaranty issued by Augusta Assicurazioni SpA on the 26th of February 2007 (deed no. 99971672763).

The original copy of the guaranty statement has been given to the aforesaid Ministry.

Advertising

On-line advertising is planned by means of a banner campaign and advertising on the web page www.youtube.com/500airdrive and on the sites www.fiat.com and www.fiat.it. The contest rules and regulations can be found on the site www.fiat500.com.

Tax waiver

Fiat Group Automobiles SpA does not impose any tax deduction at source on the winners.