

RULES AND REGULATIONS OF THE 'BABY BOOM CONTEST'

The FIAT AUTO S.p.A. (now Fiat Group Automobili S.p.A.) company, with head office in Turin, Corso 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 promotion, with the following rules:

Territory

National

Duration

From 15.12.2006 to 25.09.2007 (announcement of winner by 31.10.2007).

The following contest periods are scheduled:

- from 15.12.2006 to 14.09.2007 for on-line entry;
- from 15.09.2007 to 25.09.2007 for submission of birth certificates.

Who is eligible to take part

All those women who, during the period from 15.12.2006 to 14.09.2007 connect to and register with the site www.fiat500.com.

Model in promotion

The New Fiat 500

Prizes:

1st prize

1 Fiat 500 Special Edition "500 wants you", a special version for the new mother).

Runners-up

10 Fiat Gadgets, with the draw made from all non-winning participants in the contest.

Taking part

All those who, as described above, visit the site www.fiat500.com, during the period from 15.12.2006 to 14.09.2007, will be able to register their personal details and enter the contest. All women who are expecting a baby and are due to give birth around 15 September 2007 are invited to take part.

Participants can register only once. Any duplicate entries will be automatically cancelled.

A list, updated in real time, with the *nickname*, city and country of the users entered in the contest can be seen on-line on the site www.fiat500.com.

Each participant is responsible for their own declaration of maternity and, for the purposes of assessment by a representative of Fiat's legal department, is required to send their child's birth certificate, only if it relates to the date of 15 September 2007. An original paper copy of the birth certificate must be sent by post, by 25.09.2007, to the following address:

'Baby Boom' contest
c/o ARC Leo Burnett
Via San Quintino, 28
10121 Turin.

Identification and publication of winner

All eligible birth certificates for 15 September 2007 that reach us by 05 October 2007 will be entered for the final draw to determine the winner including birth certificates for twins, to whom a single car only will be awarded in the event of a win. The draw will be held by 15.10.2007. The details of all those entered in the contest who do not win the first prize will be saved in a special file in Microsoft Excel® format, which will be used to make the draw for the 10 runners-up prizes described.

The name's of 5 reserve winners will also be drawn.

A report of the assessment and draw will be drawn up, and duly signed, on which will be written the name of the winner and the names of three reserve winners. This report will be stored along with all the documentation for the contest.

The name of the winning mother, together with a presentation feature, and images of their new-born baby, will be published on-line on the site by 31.10.2007.

Awarding of prizes and guarantees

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

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

Once she has been informed, she must indicate that she accepts the prize in writing within one week of being informed of the win.

The prize will be awarded to the winner within 180 days of the end of the contest.

If the prize remains unclaimed, it will be given to the Onlus charity, 'Piedmont Cancer Research Foundation', Strada provinciale 142 - Candiolo (TO).

Prize fund

The prize fund is worth a total of € 20,000.00.

Advertising

On-line advertising is planned by means of a banner campaign and advertising on the sites www.fiat.com and www.fiat.it, and by guerrilla marketing.

The contest rules and regulations can be found on the site www.fiat500.com.

Tax

FIAT AUTO S.p.A. (now Fiat Group Automobiles S.p.A.), does not impose any tax deduction at source on the winners.