



## **The Fiat Group and the Torino 2006 Olympic Winter Games**

Fiat Group's support to the XX Olympic Winter Games dates back to the city's candidacy, thanks mainly to the personal commitment and international connections of Giovanni Agnelli who, at the time, was President of the Honorary Committee of Torino 2006.

Today Fiat is Main Sponsor of the Turin Olympic Games.

Fiat decided to contribute to the success of the event by providing the Olympic Committee with financial resources, products, professional skills and organizational know-how.

In economic terms, total contributions are worth 40 million euros.

Naturally, Fiat's greatest commitment is represented by the supply of vehicles. In total there will be more than 3,000 Fiat Auto Cars and 1,200 Iveco Irisbus buses that will be the exclusive means of transport for athletes, journalists, spectators and volunteers.

Standing tall, the Fiat Sedici, the new 4x4 offroader that will be marketed starting in March 2006. In addition to the two hundred Fiat Sedici, the Olympic fleet will include other Fiat Group models: Grande Punto, Fiat Croma, Panda 4x4, Fiat Idea, Alfa 159 and Crosswagon, Lancia Musa, Lancia Phedra and Lancia Thesis as well as Ducato trucks for the transport of materials. Furthermore, the 3,000 volunteers of Turin 2006 were given special training in safe driving to which Fiat Auto contributed Fiat Idea, Lancia Musa and Alfa 147 models.

Also, Iveco Irisbus buses will be used to cover all transport requirements of personnel and passengers. The Olympic arenas will be served by about 1,200 buses, mainly on intercity and touring service, flanked by a fleet of minibuses and city buses. 140 top-level Iveco Irisbus Granturismo buses will be used by other Sponsors for private transport of their own guests.

## Paralympic Games

The Fiat Group is Official Partner of the IX Paralympic Games.

A chance to highlight the Company's social commitment in favor of disabled people which over time has led to the start up of a number of initiatives, the most important being the Autonomy Program.

Launched in 1995, Fiat Autonomy is a program designed to facilitate and improve mobility for the disabled, a program that was born out of Fiat's conviction that an essential part of a car maker's social responsibility is to make sure that the right to mobility is available to all.

The most important feature of this program is its network of Mobility Centers, 14 in Italy, 12 in the rest of Europe and 3 in Brazil. These specialized facilities cooperate with public agencies to facilitate the issuing of special driving licenses. Each Center performs aptitude and psychomotor tests and provides consultancies on the most adequate technical solutions for each person, using sophisticated equipment such as driving simulators. The Autonomy Program also makes it possible to install adaptive equipment for driving or transporting disabled people, on any car or light commercial vehicle in the Fiat range.

The same applies to the Paralympic Games, with all transport needs being covered by Iveco Irisbus buses and minibuses incorporating the necessary special devices and wheelchair lifting gear.

## Sporting sponsorships

The 2006 Olympics will be a chance to present the sporting side of the Fiat Group and its products to the entire world.

In view of the Games, Fiat has made a dream association of each winter sport with a brand and model, "marrying" the spirit of each discipline with the brand's vocation. Fiat is sponsor of the Fiat Freestyle Team and the Jamaican Bobsled Team. Alfa Romeo of the Ski Racing Team, made up of the best athletes of the Italian Alpine Ski Team. Lancia is sponsor of the Italian figure skating team with "Lancia Ice" and the ice skater Carolina Kostner, standard-bearer of the Italian delegation and Fiat Veicoli Commerciali of the Italian male and female Ice Hockey teams.

Iveco has associated its brand to speed skating, short track, cross-country skiing, biathlon, ski jumping and Nordic combined.

## Cultural Olympiad

The Fiat Group participates in the Cultural Olympiad with four initiatives, in order to enhance existing cultural heritage and enrich the offer on the Olympic arenas.

The most important initiative is the exhibition “Landscape and view from Poussin to Canaletto” hosted at the Pinacoteca Giovanni e Marella Agnelli from January 13 to May 14. With 65 paintings from the XVII and XVIII century borrowed from the Palazzo Barberini collection, the exhibition goes over the history of landscape painting. Poussin, Canaletto, Bellotto, Guercino, Salvator Rosa, Van Wittel and Guardi are just some of the artists whose paintings are on show at the exhibition which is strictly linked to the permanent collection of the Pinacoteca that boasts masterpieces by Canaletto and Bellotto.

Moreover, the Group has scheduled a special opening of the Centro Storico Fiat – Fiat Historical Center that from January 13 to March 26 will host the exhibition “Driving Force” on the theme of mobility. Vehicles, posters, models and memorabilia from the past and the present trace the evolution and history of Fiat, celebrate the fascination of Italian style and technological progress.

From February 4 to March 19, the movie “Motore!” (Action!) may be watched at the Museo Nazionale del Cinema – Aula del Tempio. The movie is edited by Corrado Farina who put together parts of 58 fictions. It highlights the connections between cinema and engines, both of them linked to Turin since the beginning of the XX century. Images are complemented by a precious exhibition of photographs from the Fiat Historical Archive.

Finally, Fiat is taking part in the special edition of “Luci d’Artista”, the extraordinary open air contemporary art exhibition organized by the City of Turin. The installation by artist Mimmo Paladino on the Mirafiori office building will be lit for the entire duration of the Games. It is an enormous visual entertainment where long beams of light spread from a point above the FIAT sign on the roof, fanning out across the entire facade.

***For additional information go to the section “Fiat: the engine of the Olympic Games” on the [www.fiatgroup.com](http://www.fiatgroup.com) website.***

Turin, February 2006