FIAT FOR THE ENVIRONMENT
FIAT FOR THE ENVIRONMENT

Concrete solutions, immediately available and accessible to a wide audience.
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Fiat Brand
127.8 g/km CO₂ emissions

Market Average
145.8 g/km CO₂ emissions

Source: The independent Jato Dynamics institute, ten top-selling brands in Europe 2009
THE MOST ECOLOGICAL EUROPEAN BRAND
For the third year running, Fiat brand has the lowest average emissions
127.8 g/km CO₂
Mobility is synonymous with freedom and development.

Today the automobile is the most flexible response to the needs of individual mobility; not just a means of transportation, but also an important emotional and economic investment.

The automotive sector clearly contributes to European economic development.

Europe represents 40% of car production and 32% of commercial vehicle production worldwide, employing over 12 million people.

At 20 billion euros a year, cars make up 20% of the European total investment in Research and Development. These numbers underline the sector’s importance and the role of carmakers in respecting and safeguarding the environment for a more and more sustainable mobility.

Ecological awareness in Europe increases every year.

Respect for the environment is a constantly higher priority for carmakers as well as customers. This macro trend has a major impact on buying criteria and customer preference.

Green cars are increasing...

THE ENVIRONMENT AND INDIVIDUAL MOBILITY

<table>
<thead>
<tr>
<th>Year</th>
<th>1995</th>
<th>2006</th>
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<tr>
<td>&gt; 161</td>
<td>17%</td>
<td>9%</td>
<td>11%</td>
<td>16%</td>
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<tr>
<td>160 - 141</td>
<td>22%</td>
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<td>27%</td>
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<td>140 - 121</td>
<td>26%</td>
<td>30%</td>
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<tr>
<td>120 &lt;</td>
<td>34%</td>
<td>35%</td>
<td>31%</td>
<td>30%</td>
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CO2 emissions – New Car Registrations in EU15 (g CO2/km)
Source: European Automobile Manufacturers’ Association (ACEA)
... although ecological compatibility is increasingly considered to be a necessary feature, the willingness to pay more for ecological automobiles is decreasing.

Customers want more economical, ecological, and fuel-efficient cars, without sacrificing style, technology, and driving pleasure.

Demand is growing for compact cars with technological and top quality features till now available only on higher segment automobiles.

The automotive sector plays an active role in the global struggle against climate change and pollution. For years the automotive industry has invested resources and committed itself to reducing the environmental impact of its products, aiming constantly toward more ambitious goals.

Environmental regulations are becoming more and more challenging.
CARBON DIOXIDE (CO₂)
This gas is among those responsible for the greenhouse effect.

In the EU, around 12% of CO₂ emissions can be traced back to cars (Communication from the EC, 7/2/2007, COM(2007), 19 final).

Thanks to the Voluntary Agreement signed in 1998, between manufacturers and the European Commission, for the reduction of CO₂ emissions, new cars sold in 2009 achieved 21% lower CO₂ levels than those sold in 1995.

Over this same period, Fiat reduced its emissions by 28%.

In 2008 the European Commission introduced new limits aimed at reaching average emissions levels of 150 g/km by 2015 through technological improvements to cars.

A further reduction of 10 g/km will be achieved by adopting complementary measures (ex: lowering fuel consumption in light commercial vehicles, increase in the use of bio-fuels and use of gear shift indicators).

POLLUTING EMISSIONS
Directly affect air quality (ex: nitrogen oxides and particulates).

As part of environmental protection regulations, new standards established by the European Union impose stricter limits on maximum polluting emissions permitted from cars, defining future commitments for carmakers.

With the Euro 5 standard, objectives defined for particulates are so low they are near the threshold of measurability.

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EUROPEAN CHALLENGES FOR REDUCING EMISSIONS INTO THE ATMOSPHERE

<table>
<thead>
<tr>
<th>Year</th>
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<th>Date</th>
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<td>September, 1st</td>
<td>new models (new homologations)</td>
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<tr>
<td>2010</td>
<td>Euro 5</td>
<td>January, 1st</td>
<td>new all cars (new registrations)</td>
</tr>
<tr>
<td>2011</td>
<td>Euro 5</td>
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<tr>
<td>2014</td>
<td>Euro 6</td>
<td>September, 1st</td>
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<tr>
<td>2015</td>
<td>Euro 6</td>
<td>September, 1st</td>
<td>new models (new homologations)</td>
</tr>
<tr>
<td>2016</td>
<td>Euro 6</td>
<td>September, 1st</td>
<td>new all cars (new registrations)</td>
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</table>
Manufacturers have expanded the offer of ecotechnological solutions

In this context of growing attention toward the environment, accompanied by changes in driver preferences, car manufacturers are developing various technological solutions ranging from improvement in the efficiency of conventional engines to the use of alternative fuels (methane, LPG, bio-fuels) and alternative drives (hybrid, electric).
The “Well-to-Wheel” approach compares the various solutions from the standpoints of individual car efficiency as well as the technology needed to produce, transport, and store the energy source.

Data shows the development of methane - using bio-methane produced from renewable sources - brings ecological advantages analogous to electric technology’s.

Source: DENA - German Energy Agency
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FIAT AND SUSTAINABLE MOBILITY

Satisfying the growing need for mobility, while reducing the environmental and social impact of the car throughout its total life cycle, represents a strategic choice for the entire Fiat Group.

No one single solution exists for sustainable mobility; this can only come from the combination of conventional and alternative technologies; the efficiency of these technologies also depends on the context into which they are placed and the capacity of the market to accept them.

Therefore Fiat is committed to:
- Improving efficiency and reducing emissions from both diesel and gasoline engines
- Developing the use of alternative fuels
- Actively involving the customer in reducing emissions during vehicle use
THE PILLARS OF FIAT’S ECOLOGICAL STRATEGY
NEW DIESEL AND GASOLINE TECHNOLOGIES

ALTERNATIVE FUELS

CUSTOMER INVOLVEMENT

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The MultiAir technology, created, developed, and patented by Fiat Powertrain Technologies, gives birth to a new generation of gasoline engines and marks a clear step forward in the progress of savings and respect for the environment.

The heart of the MultiAir is the new electro-hydraulic valve management system that reduces fuel consumption by controlling intake air directly via the intake valves without using a throttle.

- 10% in fuel consumption and CO₂ emissions
- Reduction in emissions of HC/CO and NOx
- +10% maximum power
- +15% torque at low RPMs

The 1.4 Turbo FIRE engine with MultiAir technology was awarded the prestigious prize for **Best New Engine Of The Year 2010**.
This breakthrough TwinAir technology confirms the Fiat Group’s leadership in sustainable mobility.

The only example on the worldwide automotive scene of a two-cylinder, turbo-charged gasoline engine, TwinAir represents the highest expression of the downsizing concept, product of the automotive know-how of Fiat Powertrain Technologies (FPT).

Available on the Fiat 500 as early as 2010, the first application will be the 85 hp turbo engine that boasts the best CO₂ levels for a gasoline engine (starting from 92 g/km with a Dualogic robotized gearbox) without skimping on performance or driving pleasure.

The new family of TwinAir engines, with between 65 and 105 hp, uses the revolutionary MultiAir system combined with special fluid dynamics optimized for maximum fuel efficiency, guaranteeing up to a 30% reduction in CO₂ emissions compared with other engines with the same performance levels (in reference to the 1.4 16v gasoline engine).

Furthermore, compared with a medium-sized four-cylinder of equal performance, the new engine is significantly shorter (-23%) and lighter (-10%).
The Multijet II technology, developed from the Common Rail injection system, after the JTD (1997) and Multijet (2003) engines, gives Fiat another first place in the field of diesel engine design.

The second generation Multijet technology offers combined levels of economy, ecology, and performance unequalled on the market, thanks to more advanced strategies for optimizing combustion, such as Injection Rate Shaping (IRS).

In place of the typical Multijet injection system, IRS creates two consecutive injections with no hydraulic interval, producing remarkable advantages in terms of noise, fuel consumption (up to 2%), and reduction in harmful emissions (potentially lowering nitrogen oxides by 20%).
ENVIRONMENT-ORIENTED TECHNOLOGY

START & STOP
Standard on most of the range, the Start&Stop system temporarily shuts down the engine and subsequently restarts it in typical urban traffic situations and during stops at traffic signals.

This system guarantees a reduction in fuel consumption and emissions up to 10% in the urban cycle and 3.5% in the New European Driving Cycle (NEDC).

Fiat is already designing second-generation Start&Stop systems, with more advanced strategies for shutting down the engine, that will lead to around a 20% reduction in CO₂ emissions in urban use.

The new generation will be introduced on models released over the next few years.

GSI - GEAR SHIFT INDICATOR
The Gear Shift Indicator is a genuine “co-pilot” that discreetly suggests when to shift gear, leading to more efficient engine use in terms of consumption and CO₂ emissions. The GSI will be introduced on all Fiat models with a manual gearbox.

NEW GENERATION TRANSMISSIONS
An Automated Manual Transmission (AMT), the Dualogic combines comfort of use with reduction in fuel consumption and emissions.

In the AMT, gear selection and clutch activation are replaced by electro-hydraulic components that act in place of the driver and are controlled by an electronic unit that guarantees proper gear shifting in all driving conditions.

The Dualogic transmission can reduce CO₂ emissions up to 10% in the urban cycle.
2 ALTERNATIVE FUELS

For more than ten years, Fiat has been the European leader in the field of vehicles powered by methane (CNG).

CNG engines represent the most efficient and immediately available technological choice for resolving pollution problems in urban areas and reducing CO₂ emissions.

Fuel consumption in the combined cycle (NEDC):
in CNG running, from 6.3 to 7.5 m³/100km;
in gasoline running, from 6.2 to 7.3 l/100km.

CO₂ emission in the combined cycle (NEDC):
in CNG running, from 113 to 134 g/km;
in gasoline running, from 146 to 169 g/km.
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Methane, the cleanest fuel available now and the only real alternative to gasoline and diesel:

- guarantees minimum harmful emissions, from particulates (reduced close to zero) to aromatic compounds such as benzene
- reduces the most critical emissions related to air quality (such as nitrogen oxides and the most reactive hydrocarbons that promote the formation of ozone)
- reduces CO₂ emissions by 23% compared to gasoline running
- is a potentially renewable fuel source as bio-methane

In its Natural Power ecological line, Fiat proposes the broadest range of dual fuel vehicles (gasoline/methane): 13 models respond to the needs of different customers, including the professional sector.

Fiat and Fiat Powertrain Technologies have chosen dual fuel solutions to combine the advantages of methane with gasoline’s ease of refueling, even in areas where methane distributors are less widespread.

Fiat strongly believes in methane’s potential as a key fuel source for sustainable mobility. If general conditions favor its development, Fiat will continue to introduce new products on the market.

This commitment is confirmed by the launch of the New Doblo, available with the first methane turbo engine in the range, guaranteeing high performance along with reduced consumption and emissions.
BIOFUELS

Fiat and FPT are investing major resources in developing technologies capable of exploiting available natural resources.

Fiat is the leader in the Brazilian market, with a complete range of vehicles featuring Flexfuel technology that allows the use of various blends of gasoline and bioethanol.

Further proof of Fiat’s advanced technology is TetraFuel the first engine in the world capable of running on four different fuels: bioethanol, “gasolina” (Brazilian gasoline with 20% bioethanol), gasoline, and methane.

All Fiat engines sold in Europe are compatible with the use of biofuels (bioethanol and biodiesel) mixed with up to 5% gasoline (E5) and up to 7% (B7) diesel. Most gasoline vehicles produced since 2000 are compatible with mixtures of up to 10% bioethanol (E10).

An interesting prospect for sustainable mobility in the short to mid-term is Biomethane, a renewable form of methane produced from biomass.

From a “well-to-wheel” standpoint, CO₂ emissions from a biomethane-vehicle are comparable to those from an electric vehicle by renewable sources.

The European Commission Communication on "Clean and Energy-Efficient Vehicles" has also confirmed biomethane’s ecological value by recognizing its role in the European strategy for the development and distribution of vehicles that are clean and energy-efficient in terms of CO₂ emissions and pollutants.

All Fiat methane engines are immediately compatible with properly purified biomethane.
CUSTOMER INVOLVEMENT

With eco:Drive, cars and personal computers communicate through the USB port in the Fiat Blue&Me system. During driving, eco:Drive collects information on driver behavior and vehicle efficiency.

Using a normal flash drive, this data can then be transferred to a PC where the system processes and summarizes it in the eco:Index, an indicator of the driver’s ecological quality.

This system furnishes personalized recommendations for improving driving style, reducing emissions, and saving fuel, quantifying economic advantages.

For Natural Power cars, eco:Drive provides the specific function of calculating the benefits of the gasoline-methane, dual-fuel system.
Between its launch in October 2008 and the first six months of 2010:

- more than 100,000 people downloaded the software
- more than 40,000 drivers regularly use it

**eco:Drive Fleet** was presented in February 2010.

*eco:Drive Fleet* specifically gives a more efficient management of company car fleets, benefiting business as well as the ecosystem.

*eco:Drive Fleet* constitutes an important gauge of driving quality and allows a collaboration between the Fleet Manager and drivers in order to reduce running costs and emissions.

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**Blue&Me TomTom** includes the *eco:Drive Info* function; real-time information and recommendations help driving more ecologically, saving money, and respecting the environment.

Already available on the Punto Evo and Doblò, this system will also be introduced on the 500 and Qubo in 2010.

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**ECOpatente**

Promoted by Legambiente and sponsored by the Ministries of the Environment, Youth, Infrastructure and Transportation, and Labor and Health, the **ECOpatente** project aims at encouraging new drivers toward a driving style more respectful of the environment.

Fiat enthusiastically joined the **ECOpatente** 2009 project, and confirmed its participation as main sponsor in 2010.

After taking an additional course in eco-technology, all students in participating driving schools may take the **ECOpatente** exam.

The **ECOpatente** also gives the right to participate in a contest to win a Fiat 500.

In the first edition, 11,000 **ECOpatenti** were assigned to young people in 700 driving schools across Italy.
Over the past few years, the market has reduced average CO$_2$ emissions by around 6 g/km a year. Fiat now has over a three-year advantage compared to the market average.

127.8 g/km CO$_2$ emission
ECOLOGICAL LEADERSHIP BECOMES MARKET LEADERSHIP

WITH MORE THAN 800,000 CARS SOLD IN 2009, FIAT IS THE EUROPEAN LEADER IN MINI AND SMALL* SEGMENT.

Undisputed leader in the market of low emission and consumption cars, Fiat offers accessible and intelligent mobility solutions that also feature top safety, comfort, and quality levels.

(*) A and B segments - EU 25 + EFTA
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A VIEW TO THE FUTURE
ECO-TECNOLGOICAL FIAT’S ROADMAP

Fiat research aims toward innovative technologies for improving performance while simultaneously reducing emissions.

Fiat pursues this objective by following two main directions:
- optimization of the eco-compatible features of conventional engines
- development of alternative propulsion systems and use of alternative fuels

<table>
<thead>
<tr>
<th>TODAY</th>
<th>SHORT TERM DEVELOPMENTS 2010-2012</th>
<th>INNOVATION</th>
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<tr>
<td>Diesel</td>
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<td>MULTIJET II</td>
<td>I-EFFICIENCY</td>
<td>MULTI AIR</td>
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<td>TWIN STAGE TURBO</td>
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<td>START&amp;STOP</td>
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<td>Petrol</td>
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<td>Alternative Propulsion Systems and Fuels</td>
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<td>METHANE/METHANE TURBO</td>
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<td>METHANE-HYDROGEN MIX (*)</td>
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<td>(*) Experimental Fleet</td>
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</tbody>
</table>
The development plan for engines foresees, on the one hand, solutions feasible in the short-term (2010-2012), and, on the other, aims toward future technologies.

For gasoline and diesel engines, Fiat is working on I-Efficiency, a package aimed at optimizing the efficiency of the entire engine propulsion system.

In the field of gasoline engines, the two-cylinder TwinAir is one of the most important innovations in terms of downsizing, that is a reduction in volume, consumption, weight, and size with the same performance.
By combining the TwinAir with DDCT technology, Fiat Powertrain Technologies is developing an engine capable of revolutionizing the classic approach to hybrid technology, making it also efficient and sustainable on a car with an urban mission.

Initial evaluations show a reduction in CO₂ emissions in the urban environment of up to 24% (compared to an aspirated TwinAir engine with a manual gearbox).

TwinAir is a real engineering gem that will pave the way for further developments; the first of these will be the combination with the duel-fuel methane/gasoline engine that guarantees excellent performance ("fun-to-drive") and an even lower level of CO₂ emissions.

This plan also envisages further development in transmissions; outstanding among these is the Dual Dry Clutch Transmission or DDCT.

In the final phase of experimentation, the DDCT guarantees significant reductions in consumption and CO₂ emissions, in addition to improved driving comfort.
360° focus on
ENVIRONMENTAL SUSTAINABILITY
A 360° APPROACH

At Fiat, attention to the environment is never limited to just the product, but also concerns overall production: from the choice of materials to plant processes and logistics.

Eco-compatible substances and materials (recycled, recyclable or of natural origin) are used more and more, bringing remarkable reductions in the use of PVC and thermosetting polymers in component construction.

World Class Manufacturing (WCM)
This integrated model aims towards excellence across the entire production and logistics cycle, with special attention to eliminating accidents, waste, and breakdowns. WCM is applied to the whole production environment with the goal of optimizing results through continuous improvement of processes in order to obtain the highest product quality, control and progressive reduction in production costs, flexibility in responding to market needs, and the involvement and motivation of personnel.

In 2009, all Fiat Group Automobiles plants adopted the WCM system.

ISO 14001
Fiat Group Automobiles aims to adopt an environmental management system at all its plants in line with ISO14001 requirements, the standard for environmental certification and the guarantee of a management marked by environmental safeguards.

At the end of 2009, 11 ISO 14001 certifications had been obtained by production sites accounting for almost the total revenues. Suppliers are also required to respect higher environmental standards; at the end of 2009, 91% of the value of direct materials purchased, came from ISO14001 certified supplier plants.

Data refer to Fiat Group Automobiles.
RESULTS ACHIEVED IN 2009
COMpared to 2008 in the management of production processes

-12.6% CO₂ per vehicle produced

-6.3% energy consumed per vehicle produced

-5.9% emission of Volatile Organic Compounds for each square meter of painted surface area

-9.7% water consumed per vehicle produced

90.3% waste recovered

Data refer to Fiat Group Automobiles
NEW CHALLENGING TARGETS FOR THE FUTURE

Energy consumption and CO2 emissions to be reduced by 18% for each vehicle produced compared to 2008 (target 2014).

Reduction in the emission of Volatile Organic Compounds at European plants: -44.6% in body car painting processes compared to 2007 (target 2010).

Increase in the waste recovered, reaching 95% (target 2012).

Data refer to Fiat Group Automobiles
In Italy alone, every year around 1.5 million vehicles are scrapped, creating a total of more than 1.2 million metric tonnes of material for disposal.

A European Union Directive (2000/53/CE) redefined waste recovery management and, starting in September 2000, assigned responsibility for the disposal of end-of-life vehicles to all the economic operators involved in various aspects of their management, including the manufacturing company.

Fiat has taken on this commitment with great determination, going beyond the legal requirements, with interventions in design as well as production processes.

ECO-SUSTAINABLE DESIGN
FOCUS ON RECOVERABILITY AND MATERIALS.
REACH the fight against dangerous substances
The REACH (Registration, Evaluation, Authorisation of Chemicals) regulates the production, importation, distribution and use of chemical substances in the European Union with the aim of improving awareness of the risks from new or already existing chemical products. In effect as of June 1, 2007, these regulations involve determining the danger levels of around 10,000 chemical products and substances, and call for registration with the European Chemicals Agency (ECHA).

In this area, Fiat Group Automobiles activities in 2009 concentrated on identifying dangerous substances (SVHC - Substances of Very High Concern) in its products, which must be reported for the entire supply chain.

Furthermore, IT systems have been modified and suppliers have been monitored through questionnaires with the aim of improving the process of identifying dangerous substances and incentivizing suppliers to replace them.

Air quality in the passenger compartment
Fiat is particularly committed to improving air quality in the passenger compartment, giving priority to solutions with low emissions, and constantly monitoring its vehicles. In particular, one main objective is minimizing emissions of Volatile Organic Compounds (VOCs).

Fiat is adopting solutions that facilitate securing materials (facilitated removal of fluids) and optimize the choice of plastic materials (reduction of thermosetting polymers and PVC), with special attention to the use of recycled materials.

The use of polypropylene from end-of-life vehicles has also been expanded and use of soundproofing materials recovered from the differentiated collection of PET bottles is being evaluated.

All Group vehicles have been 95% recoverable for some years now, anticipating the restrictions imposed by directive 2005/64/CE or RRR (Reuse, Recycle, Recover) for the new homologations since 2008 and registrations since 2010.

Fiat Group Automobiles pay also attention to the reuse of components from repair operations. Currently, the Group directly markets a line of reconditioned spare parts.

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FIAT LEADERSHIP SUMMARY (2009)

For the third year running
LEADER IN LOWEST CO₂ EMISSIONS
among the main European brands

EUROPEAN LEADER
in sales of CNG VEHICLES

EUROPEAN LEADER
in sales of MINI AND SMALL CARS

Fiat S.p.A. entered in the
DOW JONES SUSTAINABILITY INDEXES
and has been confirmed in 2010

Fiat continues to invest time and resources in developing solutions for the reduction of its environmental impact. All technologies introduced by Fiat provide concrete solutions that are immediately accessible and available to the broadest public possible. Because at Fiat, sustainability also means accessibility.
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