



## **Fiat SpA and Fiat Industrial SpA: two new Groups, two new identities**

On the 1st of January 2011, as a result of the demerger approved by shareholders on September 16th, there will be two new groups (both listed on Borsa Italiana) with two distinct logos: Fiat SpA and Fiat Industrial SpA.

Fiat SpA, with a clear focus in the automobile sector, will be identified by a logo displaying the word Fiat in tall, condensed blue lettering. The new logo was created in response to the need to differentiate the automobile group from the product-related brand, reinforcing the parent company's role in the management of a multi-brand group. The graphic design was intended, in particular, to create a visual identity which portrays the strong link between past and future. This has led to the reinterpretation of an iconic logo from the past, which is also strongly evocative of the modern and innovative.

Fiat Industrial SpA, which includes trucks, commercial vehicles, agricultural and construction equipment, and related powertrain activities, has maintained the visual identity created for Fiat Group, thereby preserving the concept of solidity representative of a large industrial group. In contrast to the Fiat Group logo, the name Fiat Industrial appears in burnt gold lettering with the background in the company's traditional blue.

The new logos, designed by Robilant Associati, replace the Fiat Group logo adopted in October 2005.

Turin, 29 November 2010



**FIAT**

**SOCIETÀ PER AZIONI**

