

## RULES AND REGULATIONS OF THE CONTEST '500 PICNIC ARTISTS'

The company FIAT GROUP AUTOMOBILES S.p.A., 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 prize contest, with the following rules:

### **Territory**

National

### **Duration**

From 4.00 p.m. on 26.05.2008, to 4.00 p.m. on 16.06.2008 (winners will be named by 16.09.2008) .

### **Who is eligible to take part**

All those who, during the above-mentioned period, connect to and register with the site <http://www.picnic.fiat500.com>

### **Model in promotion**

Fiat 500.

### **Prize**

A new FIAT 500.

### **Taking part**

All those who, as described above, visit the internet site [www.picnic.fiat500.com](http://www.picnic.fiat500.com), during the stated period, will have the opportunity to register their personal details and take part in the contest.

Participants are invited to send artistic entries featuring a performance that express their artistic talent (e.g. music, song, acting, mime, magic, street art, etc.).

Entries must be original and creative, and will be judged on this basis by a jury.

### **How to send entries**

Entries can be sent to the site [www.picnic.fiat500.com](http://www.picnic.fiat500.com), but only after the user has registered with the site.

After registering, the user can go to the online form **for sending their application, which must include: artistic biography (in English), a photograph (in Jpeg digital format, max. size 300 Kb), and a video demonstrating their artistic abilities accompanied by a presentation text (in English).**

The video can be filmed using a video camera, mobile phone or other device and **the content must be original.**

**The video must meet the following technical requirements:**

- **AVI, MOV, MPG format;**
- **Max. size 5Mb;**
- **Max. duration 1 minute.**

Each participant is responsible for the content of their entry, and by sending the material, they guarantee that all the contents of the entry (images, sounds and noises) are not protected by copyright and that they possess the rights of use for the contest (including a release form signed by any actors appearing in the video, relating to any images, sounds

and noises contained in the video), and that they freely grant Fiat Group Automobiles SpA the rights of use for all advertising activities and events for the new Fiat 500.

All entries will be published online, following moderation, in a Gallery section on the site [www.picnic.fiat500.com](http://www.picnic.fiat500.com).

Videos whose content is inconsistent with the theme of the initiative or of a nature considered offensive and/or harmful to public morals, will not be admitted.

Participants can register only once and can send their entries up until 4.00 p.m. on 16.06.2008. Each participant can send only one entry.

### **Assessment of entries**

From 26.05.2008 to 16.06.2008, all INTERNET users who visit the site, will be able to vote for the entry they think is most deserving, from all those published in the 'Gallery'.

A professional jury of experts will select the 60 best performances, based on the criteria of the entry's originality and creativity.

The professional jury of experts will include:

- A Fiat Group Automobiles SpA Marketing/Product manager
- A professional from the Leo Burnett agency
- A professional from the MTV Television Network

The judges will draw up a report of the selection process, duly signed. This report will be stored along with all the documentation for the contest.

The professional jury of experts will choose the entries from all those sent in for the contest, giving particular consideration to the preferences of users.

By 16.09.2008 a draw will be held for the winning performance from the 60 performances chosen by the jury of experts.

For the conduct of the draw, details of all participants will be saved in a special computer file in Microsoft Excel® format.

From all the eligible participants, the name of the winner will be drawn at random, in the presence of a Notary or consumer protection representative.

The names of 2 reserve winners will also be drawn. Reserve winners will take the winners' place should they refuse their prize, in the order of the draw.

### **Conditions of use and copyright**

All users, when they send in their entries, grant Fiat Group Automobiles SpA full rights to use the entry for all advertising activities and events for the new Fiat 500.

Each participant is responsible for the content of their entry, and by sending the material, they guarantee that all the contents of the entry (images, sounds and noises) are not protected by copyright and that they possess the rights of use for the contest (including a release form signed by any actors appearing in the video, relating to any images, sounds and noises contained in the video).

**All users, by sending in their entry, declare their availability to repeat the performance in one of a series of Live performances, if asked to by the organisers, for the period of validity of the contest.**

**These Live performances, if organised, do not entitle the performer to any payment.**

**The Live performances may be organised in Italy or abroad, and may feature the presence of internationally famous artists, and television or radio broadcasts.**

**Participants will be able to express their preference regarding the venue for the performance.**

Participation in the contest represents implicit acceptance of these Rules and Regulations.

### **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 car will be presented to the winner with full registration and tax (excluding Provincial Registration Tax) within 180 days of the end of the contest.

The winner of the car will collect the prize at their nearest dealership, which will be identified by the winner's postcode. Return travelling expenses from the winner's home to the dealership will be at the winner's expense.

It will not be possible to ask for the car to be substituted with another prize of similar value, nor can it be left for the dealership to sell on the winner's behalf.

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

The organising company accepts no responsibility for the failure of winner to visit the internet site [www.picnic.fiat500.com](http://www.picnic.fiat500.com) for reasons that are not the company's fault; the company also accepts no responsibility for problems caused by the user's computer configuration and method of connecting to the internet, which could prevent them taking part in the contest.

Fiat Group Automobili SpA reserves the right to conduct checks on participant eligibility, and to declare a win void should checks reveal irregular or unfair behaviour contrary to the spirit of the contest.

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

If the prize remains unclaimed, it will be given to one of the following Onlus charities:

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

### **Prize fund**

The prize fund is worth a total of Euro 13,500.00=

### **Deposit:**

The deposit of Euro 13.500,00= equivalent to 100% of the prize fund, as set out in art. 7 of DPR 430/2001, is valid for the Euro 1,500,000.00= of the cumulative deposit lent to the Ministry for Economic Development by means of an insurance guaranty issued by Augusta Assicurazioni SpA on 10/12/2007 (deed no. 99971674683).

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 Fiat sites including [www.fiat.com](http://www.fiat.com) and [www.fiat.it](http://www.fiat.it), and on the sites of the MTV network, including [www.mtv.com](http://www.mtv.com) and [www.mtv.it](http://www.mtv.it)

The contest rules and regulations can be found on the site [www.picnic.fiat500.com](http://www.picnic.fiat500.com)

### **Tax**



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