

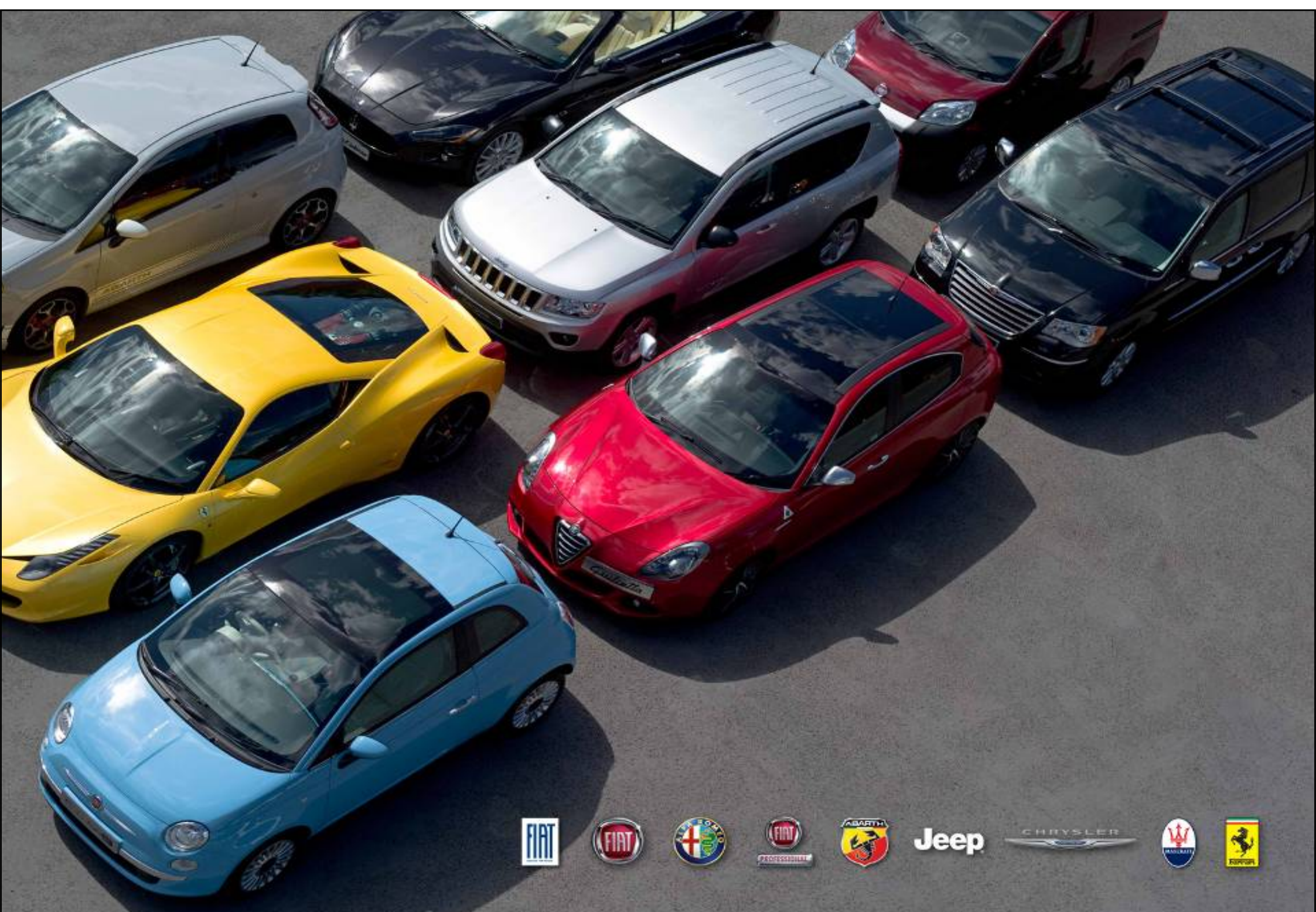


Strategic PR in the executive suite

MIPAA PR Masterclass

June 20, 2011

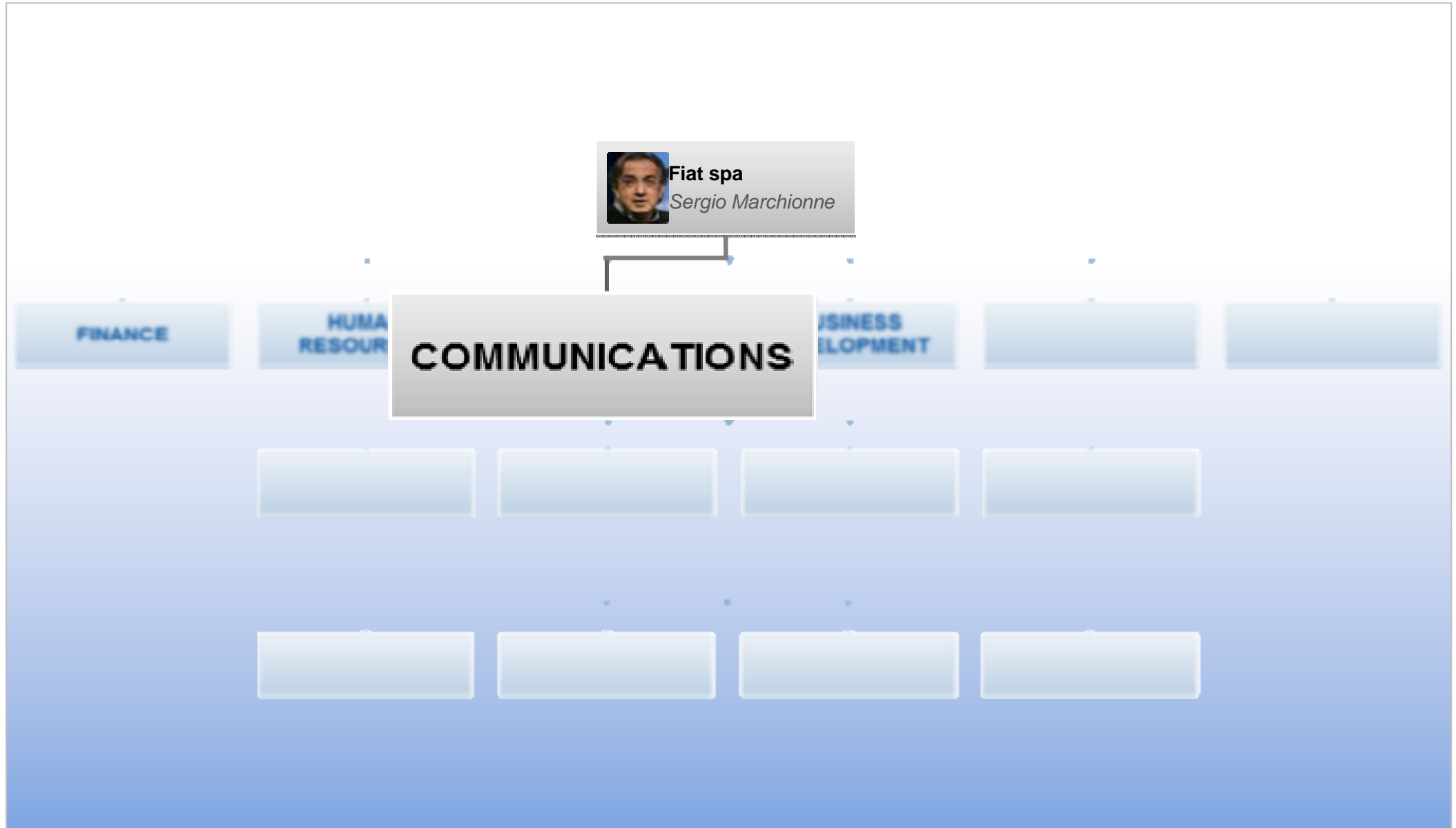




Jeep



PR and Fiat Organisation



From this... (2004)



...to this (2011)



Plan ahead.....





INTERNATIONAL
ENGINE
of the year
awards



Presented by engine technology international magazine



Best-in-class in sustainability



Fiat S.p.A.'s inclusion in Dow Jones Sustainability World and Dow Jones Sustainability Europe indexes confirmed

2010 industry score

Overall



by Dimension



Continued commitment to maintaining high standards and improving performance, thereby contributing to the creation of long-term value for all stakeholders



Last but not least...











PUBLIC OPINION

GOVERNMENT

STAKEHOLDERS

ORGANIZATION

MEDIA

SUPPLIERS

EMPLOYEES

CUSTOMERS



