

FIAT 500: ITALIAN ICON AND HONORARY MEMBER OF ALTAGAMMA

The unveiling of the new 500, together with the one-offs created in collaboration with Bvlgari and Kartell, storied Altagamma partners, was all about sustainability

Milan, March 4, 2020 – The new 500 - FCA's first full-electric car - has been unveiled together with three one-offs, two of which were produced in collaboration with Altagamma. These unique creations were developed with two prestigious, storied partners of Altagamma: Bvlgari, with the *B.500 "Mai troppo"*, and Kartell with the *500 Kartell*. Both cars feature the **Altagamma icosahedron** designed by Leonardo Da Vinci, which represents the mathematical beauty of the universe and has been the Foundation's logo since 1992.

The initiative follows on from Altagamma officially crowning the Fiat 500 "icon of the Italian lifestyle" in 2019, paying tribute to its quintessential Italian panache and its status as a international lifestyle ambassador.

The one-offs celebrate the special focus on sustainability shared by all the partners who were involved in the project, though each individual car showcases the signature details of the collaborating brand. Altagamma has just identified sustainability as one of the key pillars of its strategic plan for the coming three-year period, presented by its new Chairman Matteo Lunelli. The cars are destined to be auctioned before long, and the funds raised donated to a body that promotes sustainability values and practices.

*"The 500 is an icon for Italy and Italian design", stated **Matteo Lunelli, Chairman of Altagamma**. "It has been resoundingly popular for more than 60 years, coming to symbolize the Italian lifestyle, and this is why it was nominated ALTAGAMMA ICON in 2019. The special one-off editions created with the focus on sustainability, in collaboration with our partners Bvlgari and Kartell, demonstrate the potential of shared projects between outstanding brands, and the key role played by the Altagamma network in fostering cross-sector initiatives between the companies that represent the very best of Italian luxury".*

The Fiat 500 one-offs spring from the consolidated partnership between Altagamma and FCA Group (whose brands Alfa Romeo and Maserati are Altagamma partners). In 2016 Altagamma and FCA signed a bilateral agreement with the Ministry for Foreign Affairs and International Cooperation to promote Italian-made products and the Italian lifestyle internationally.

FONDAZIONE ALTAGAMMA

Founded in 1992, Fondazione Altagamma gathers Italy's top cultural and creative companies, recognized globally as authentic ambassadors of Italian style and quality. With a uniquely transversal approach, Altagamma represents 107 brands from seven different industries: fashion, design, jewellery, food, hospitality, automotive and yacht-building, and has 23 partners. Altagamma's mission is to boost the growth and competitiveness of Italy's cultural and creative companies, thus making an effective contribution to the Italian economy. In a worldwide market worth almost € 1,300 billion, the Italian high-end sector has a turnover of € 115 billion and accounts for 6.85% of Italy's GDP. 53% of the sector's revenues comes from exports, and it employs 402,000 people directly and indirectly. www.altagamma.it

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