

FOR IMMEDIATE RELEASE:

June 29, 2010

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FIAT NORTH AMERICA TO SPONSOR FIAT-LANCIA ANNUAL NATIONAL CONVENTION

June 29, 2010) - Fiat North America will be the title sponsor of the national annual convention organized by Club Fiat-Lancia Unlimited,

www.flu.org, North America's largest enthusiast club for owners of Fiat Group Automobile vehicles. This year, the convention, commonly known as

"Fiat Freakout", will be held July 8-11 in Asheville, NC.

Nearly 200 well-preserved Fiat, Lancia, Ferrari, and Alfa Romeo cars will be on display, and the 2010 convention will include a panoramic photo

taken in front of the Biltmore Estate mansion, America's largest and privately owned home. The Concorso d'Eleganza vehicle exhibition will be held

on Saturday on the grounds of the renowned Deerpark Restaurant, located at the Biltmore Estate. Previous conventions drew up to 500 participants

from the USA, Canada, England, Ireland, Germany, Japan and other countries.

The Club Fiat-Lancia Unlimited (FLU) was founded in 1983 and has been loyally dedicated to the preservation and enjoyment of Fiat vehicles and

other Italian cars for 27 years. The club has grown to include 800 active members and has local chapters holding regional shows and events.

Club Fiat-Lancia Unlimited maintains an official Internet website and publishes "Ricambi", a full-color bi-monthly newsletter, which includes

member-written articles, adventure stories, technical tips and classified ads.

For more information about this convention, please visit www.flu.org.

Media opportunities:

Friday, July 9, 2010

12:00-11:00 p.m.

Members gather with their cars at the hotel to start the convention

Crowne Plaza Hotel

One Resort Drive

Asheville, NC 28806

1-800-733-3211

Saturday, July 10, 2010

10:00 a.m. - 2:00 p.m.

Up to 200 Italian cars on display featuring the European version of the Fiat 500

Biltmore Estate

Deerpark Restaurant Grounds

Asheville, NC

www.biltmore.com

6:00-11:00 p.m.

Convention banquet and awards program featuring the European version of the

Fiat 500
Crowne Plaza Resort

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