

Fiat and Microsoft Introduce “EcoDrive”

Fiat Group Automobiles and Microsoft Automotive Business Unit announce a new Blue&Me-based system that enables drivers to minimize their impact on the environment

Frankfurt, September 11th 2007. At the 62nd International Motor Show in Frankfurt, Fiat Group Automobiles and Microsoft are set to unveil “Eco Drive”.

The EcoDrive solution, spearheaded by Fiat Group Automobiles, demonstrates that an auto maker’s environmental responsibility should not stop when the car leaves the production line - but extend into the way consumers drive their cars.

Today the official fuel consumption and emission figures of cars, certified by the European Union, are obtained using cars driven by professional drivers on a Roller Dynamometer Test Bench. The test takes place in optimum ambient conditions (fixed temperature, pressure and humidity) on a predefined driving cycle (fixed vehicle speed, time and gear shift points) with air conditioning, radio, lights, and other devices switched off. This ensures the results are comparable. But real emissions levels are substantially different. They depend on whether the car is driven in a rural or urban setting and on the condition of the car. And they are also heavily affected by the driver’s style.

EcoDrive collects all necessary data relating to vehicle efficiency and, through Blue&Me’s USB gate, transmits it into a normal USB key. The driver plugs this into a PC. The “EcoDrive” system presents the driver with detailed environmental performance of the car including the CO₂ emission level for each trip. It analyses the driver’s style and then provides tips and recommendations on how to modify style to achieve CO₂ reductions – and save money on fuel.

EcoDrive will encourage the driver to set himself challenges – CO₂ reduction targets for specific journeys or over a set period of time. And in a community site will encourage all drivers to come together and pool their savings - working towards much bigger collective targets and showing that a lot of small contributions join to have a massive impact.

Based on the award winning, jointly developed Blue&Me™ platform, “EcoDrive” will enable drivers to better understand and adapt their driving behaviors to minimize their effect on the environment. The partnership between Microsoft and Fiat was initiated nearly four years ago and has seen the solution rolled out across the Fiat, Alfa Romeo, Iveco and Lancia ranges. This latest ecological application was developed on Microsoft’s flexible and updateable platform Microsoft Auto, which Fiat has innovated upon to together with Microsoft create the in-car infotainment solution Blue&Me™. “EcoDrive” will be available from 2008 in certain Fiat cars equipped with the Blue&Me system and marks yet another step in the innovative collaboration between Fiat Group Automobiles and Microsoft.

Please click here www.fiat.com/ecodrive to see the video that will introduce EcoDrive at the Fiat stand.

About FIAT Group Automobiles

Fiat built its first car in 1899. Approximately 90 million cars and light commercial vehicles have been produced since that date. Many of its models have marked important milestones in motoring history.

The Sector, which changed its name into Fiat Group Automobiles on February 1, 2007, produces and sells vehicles under the Fiat, Alfa Romeo and Lancia brands and light commercial vehicles under the Fiat Professional brand. Each brand has a specific identity with defined, recognized characteristics, and applies distinct commercial and market policies. Fiat is known for its creativity, versatility and practicality. Lancia features an elite and exclusive line of models. Alfa Romeo combines sportiness, technology and elegance in a unique design and Fiat Professional's light commercial vehicles are a reference point for easier, more productive and gratifying working experiences. Fiat Group Automobiles comprises four companies: Fiat Automobiles, Alfa Romeo Automobiles, Lancia Automobiles and Fiat Professional. All these companies are 100% owned by Fiat Group Automobiles S.p.A.

For more information, visit: www.fiatautopress.com; www.fiat.com; www.lancia.com; www.alfaromeo.com.

Microsoft Automotive Business Unit

Since 1995, Microsoft's Automotive Business Unit has worked collaboratively with the auto industry to deliver technology designed for advanced in-car information, navigation and entertainment systems. By extending its knowledge of software for use in the car to Windows Mobile-based Pocket PCs, Microsoft is able to deliver the easiest, most convenient and most productive software designed specifically to help people take their connected lifestyle with them wherever they go. In addition to offering consumers an alternative means to experience in-car connectivity, Microsoft will continue to provide the automotive industry with its advanced telematics platform, Microsoft Auto. Microsoft technology is on the road today in 61 pre-installed and aftermarket devices from 18 world-class automakers and suppliers, including BMW, Citroën, Clarion Co. Ltd., DaimlerChrysler, Fiat, Honda, Hyundai, Mitsubishi, NexTech, Subaru, Toyota and Volvo. More information about Microsoft Auto and Microsoft's Automotive Business Unit can be found at <http://www.microsoft.com/windowsautomotive>.