

FIAT® Brand
Vehicle Content Guidelines

DOs

- For supers/graphics, always capitalize all letters in 'FIAT'
- Always identify the FIAT vehicle with its model
 - o i.e. *FIAT 500L Urbana*

DON'T's

- Do not use the word 'FIAT' as a verb
- Do not use the word 'FIAT' with a hyphen
 - o *FIAT-esque*

Content must not:

- Contain pornography, nudity, sexually explicit, lewd, obscene or other objectionable materials
- Contain vulgar language
- Portray criminal, illegal, violent or dangerous acts
- Contain any discriminatory, offensive or racist statements
- Include political or religious references
- Content and production of the Content must not violate any applicable laws.

Driver Requirements

- Seatbelt must be worn at all times by drivers and passengers
- No drinking and driving; real or simulated. No reference to or mention of alcoholic beverages
- Driver's eyes must always be on the road
 - o No looks to camera/passengers while vehicle is in motion
- Hands should be shown on the wheel at all times
 - o Hands on 10 o'clock and 2 o'clock
- Vehicle should always be driven according to applicable local laws
 - o Vehicle must stay in appropriate traffic lanes in any filmed footage, regardless if closed courses/roads are used
 - o Vehicle must always be shown as parked in legal, designated parking spaces
 - o Local speed limits must always be abided
- Driver should never appear distracted. If (non-hands free) vehicle technology is used by the driver, vehicle must be stopped and parked before use
- Child seats should abide by child safety seat laws:
<http://www.iihs.org/iihs/topics/laws/safetybeltuse>