**500X and Zoolander: a star-driven “Magnum”**

* + - * **The supermodel Derek Zoolander returns to the big screen in a Fiat 500X**
			* **At the fan screening** **of “Zoolander 2” on 30 January in Rome, FCA will be present as a Main Partner on the red carpet, with a 500X in its special Tri-Coat Yellow livery**
			* **The collaboration between Fiat and Paramount Pictures has generated the new "Selfie" advertisement as well, starring Derek Zoolander, the 500X and a special camera.**

Fiat 500X rolls onto the big screen in "Zoolander2", the eagerly anticipated movie sequel coming soon to cinema screens all over the worldfeaturing supermodel Derek Zoolander.. At the fan screening of “Zoolander2”, which is taking place on 30 January in Rome, FCA will be present as a Main Partner on the red carpet, with a 500X in its special Tri-Coat Yellow livery.

Produced by Paramount Pictures and mostly shot in Rome, the film brings the 500X together for the first time with one of the most famous film and fashion characters. Naturally, all in typical humorously original style, in line with the unconventional spirit of this Made in Italy Crossover sold in over 100 countries worldwide.

The collaboration between Fiat and Paramount has also produced the new 500X advertisement, called "Selfie". shown for the first time at the Golden Globes Awards ceremony, this shows Zoolander fooling around with a rather special camera: a road speed trap. Driving his yellow 500X, he poses for photos by the speed camera as though he were on a fashion shoot, showing off his best expressions, especially the mythical "Blue Steel" pose. An unconventional fashion shoot which Zoolander thinks shows him at his dazzling best, but which is interrupted by the police.

The creative aspect of "Selfie" is a product of Testa and Partners, Armando Testa's Los Angeles based group, which adds this commercial to the recent success achieved with other recent movie-tie campaigns for FCA brands.

Turin, 28 January 2016