

Turin, September 2007

Dear Designer,

On behalf of Fiat Group Automobiles S.p.A. – Style, we would like to thank you for your participation to the Design Competition “Design the Italian Way”.


Two hundred students from eight schools and seven different countries participated to this Design Competition, bringing here different expressions of creativity, through the proposal of new ideas about car design. The projects of our brands communicate the Italian taste for a beautiful and refined design, that, together with the attention to details and high technology, are the winning characteristics of our Company and a symbol of attraction for the new generation.

Your contribution to this initiative demonstrates your enthusiasm and the capability of working with a different style perspective.

For keeping in touch with our Company, we kindly ask you to send your curriculum vitae to the e-mail address design.competition@fiat.com, quoting the name of the project that you have worked in, pictures of the project in .jpeg format, the briefing that you have selected and other information related, in order to participate to future stages or other initiatives.

Thank You again!

Best Regards



L. Ramaciotti

