



L'UNIVERSITÀ CHE PIACE

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ITALY and EUROPE 2014/2015

FIAT Likes U

FIAT Likes U project launched in 2012, in collaboration with Italian Ministries of Education and the Ministry of Environment, to orient students of major Italian universities toward eco-friendly driving.

A unique and innovative project inside the Italian universities, that provides direct benefits to students in several levels of intervention:

1. **sustainable mobility for students**
2. **scholarships for final year students**
3. **employment opportunities for those who become the Fiat brand ambassador**

For the first time in Europe, an automotive company commits with the academic world in an pragmatic, concrete, simple and full of opportunities initiative



L'UNIVERSITÀ CHE PIACE





L'UNIVERSITÀ CHE PIACE



FIAT LIKES U in ITALY

FIAT Likes U 2014/2015

ITALY



L'UNIVERSITÀ CHE PIACE



■ Participating univiersities in the 2013/1014 edition

■ New universities

The actual availability will be confirmed.

FIAT Likes U
2014/2015
TOT. 10 UNIVERSITIES
637.000 STUDENTS

FIAT Likes U 2014/2015

ITALY



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- 2 Universities participate at the same time,
- 5 phases (10 Universities in total)
- Launch in April 2014, conclusion in December 2015: 3 months spent at each University
- 4 cars for each activation, 8 cars for each phase

PREVIOUS EDITION 2012/2013 NUMBERS



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FIAT Likes U
2.030 TEST DRIVES
BOOKED
AND CARRIED OUT



FIAT Likes U
MORE THAN
5.000 PRODUCT
EXPERIENCE

PREVIOUS EDITION 2012/2013 LEADS



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FIAT Likes U
DIRECT CONTACTS
THROUGH **6.100**
THE AMBASSADORS



FIAT Likes U
REGISTERED
4.900 CLIENT
DATA





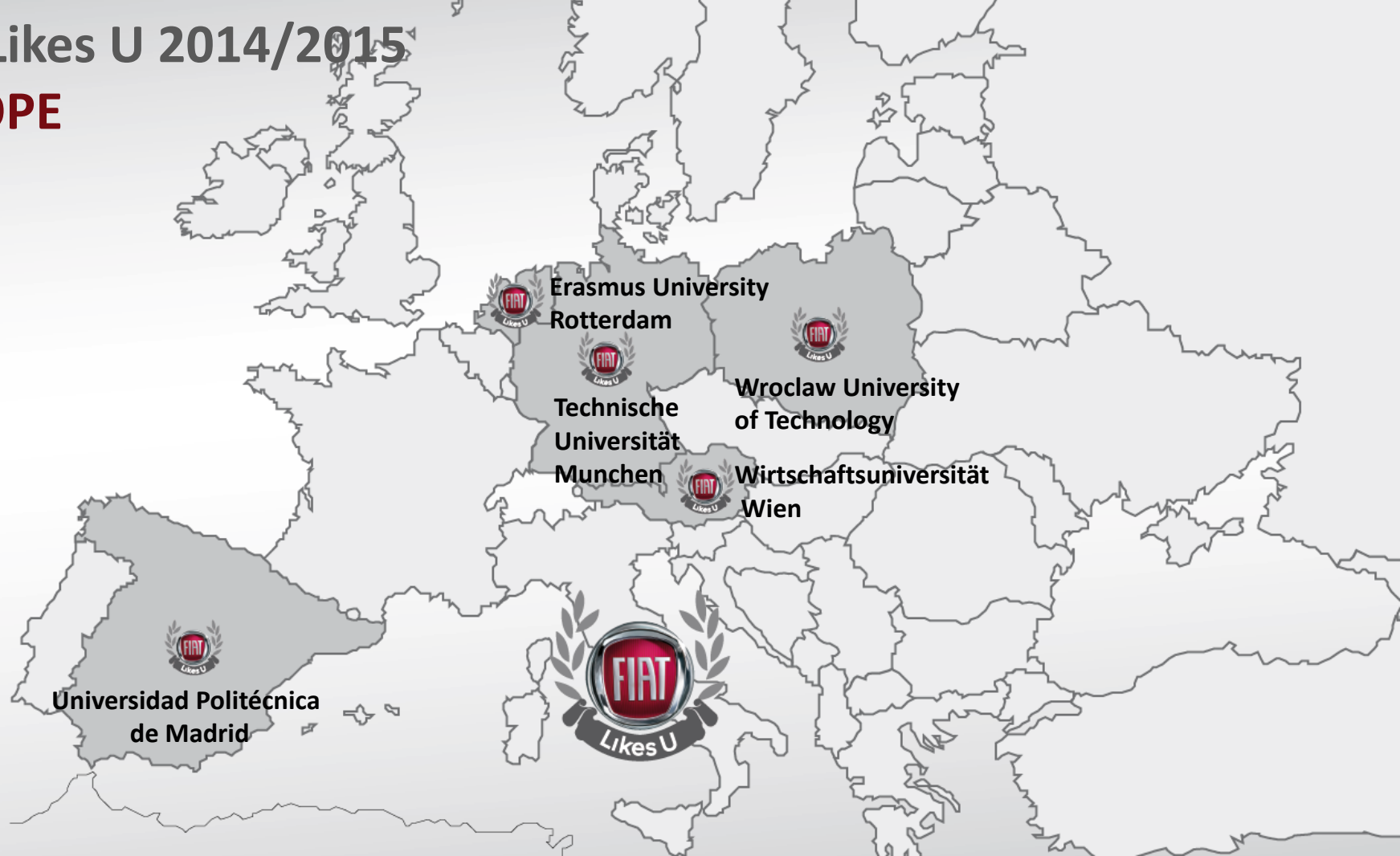
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FIAT LIKES U in EUROPE

FIAT Likes U 2014/2015

EUROPE



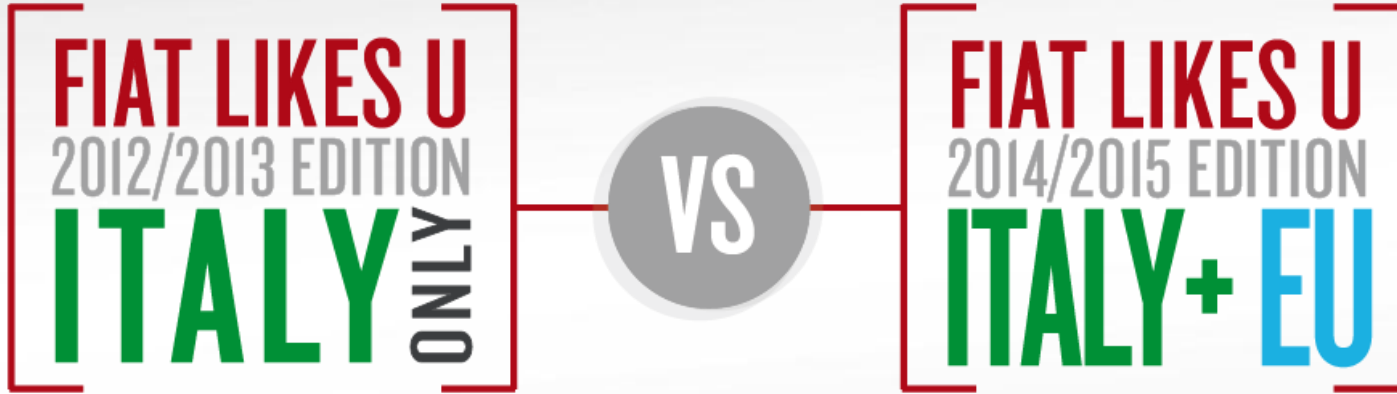


FIAT LIKES U 2014/2015
ITALY + EUROPE

FIAT Likes U EDITIONS COMPARISON



L'UNIVERSITÀ CHE PIACE



- **8 Universities** involved
- A total audience of about **290.000 students**
- Product Experience: **5.000**
- Leads: **4.900**

- **15 Universities** involved
- A total audience of about **785.000 students**
- Target Product Experience: **9.500**
- Target Leads: **13.800**