FIAT Panda “Monster Truck” Revealed

**Highlights:**

* New FIAT Panda Monster Truck prototype revealed
* One-off vehicle was built for use in a new FIAT Panda 4X4 TV advertisement
* The fully-functional “Monster Truck” merges FIAT Panda 4X4 with Jeep CJ7 chassis
* New FIAT Panda 4x4 advert the latest in a series of “Panda Exaggerated” commercials

**Press Release:**

FIAT has commissioned a FIAT Panda “Monster Truck” prototype for use in a new television advertisement due to air in 2013. The new FIAT Panda “Monster Truck” TV spot will help create awareness of the FIAT Panda 4X4 Climbing and is the latest in a series of advertisements which are underpinned by the strapline “New Panda, Panda Exaggerated”. Previous advertisements have featured a FIAT Panda “Scooter” and a FIAT Panda “Cargo Plane”, highlighting the new city car’s manoeuvrability and spaciousness.

The FIAT Panda Monster Truck stands 3.9m tall, is 3.8m wide and rides on tractor wheels and tyres that are a whopping 1.5m in diameter. Built by FIAT in collaboration with Mercurio Cinematografica, production designer Andrea Faini and L'Officina di Fabio Gementi, the fully-functional FIAT Panda Monster truck merges a FIAT Panda 4X4 Climbing body with the chassis of a Jeep CJ7 4200 and took two weeks to complete. Please click on the link below for rolling footage of the FIAT Panda Monster Truck:

<http://video.fiatpress.com/p/it/it/fiat/post/30530>

- Ends -