



UNIVERSITY ON THE GO

PROJECT DETAILS

DESCRIPTION

FIAT LIKES U is a project designed for Universities, conceived in 2012 by FIAT and carried out in cooperation with the Ministry of Education and the Ministry of Environment. A simple and practical initiative with a lot of chances; the project is based on three pillars: **Mobility, Study and Work.**

Through this project, FIAT aims at meeting daily needs of young people, complying by a more and more environmentally and economically friendly transport. As a matter of fact, the youth focus on the reduction of environmental impact while asking for low-consumption vehicles with limited operating costs.

- *Sustainable transport*: a three-month completely free car sharing service aimed at raising young people awareness about environmental issues and promoting responsible and safe driving.
- *Study*: providing opportunities for paid on-the-job training and keynote lectures delivered by FGA designers, engineers and managers.
- *Work*: providing opportunities to apply for the position of Fiat Ambassador, responsible for the service management and reports at each University.

2012-2013 EDITION

PARTNER UNIVERSITIES:

1. Turin - Politecnico
2. Milan – Università Cattolica del Sacro Cuore
3. Pisa – Università degli Studi
4. Parma – Università degli Studi
5. Rome – Luiss Guido Carli
6. Salerno – Università degli Studi
7. Cosenza – Università della Calabria
8. Catania – Università degli Studi

OUR FIGURES

- 8 Italian partner Universities for a total of 280,000 students involved
- 8 scholarships worth 5,000 € each
- 12 postgraduate on-the-job training programmes and 1 hired student
- 8 keynote lectures with an average attendance of 1,500 students in the room + 5,500 people who watched them streamed
- 8 Fiat Ambassadors selected and paid 2,000 € for the service management at the University they belong to for the three-month duration of the initiative

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Partner



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- 2,030 test drives carried out (from a minimum of 24 up to a maximum of 72 hours over the weekend)
- 5,000 product experiences
- approximately 400,000 Km travelled by Fiat vehicles of the project
- 450,000 total visitors to the project website and 170,000 users
- approximately 1 million € of Media value (AVE)

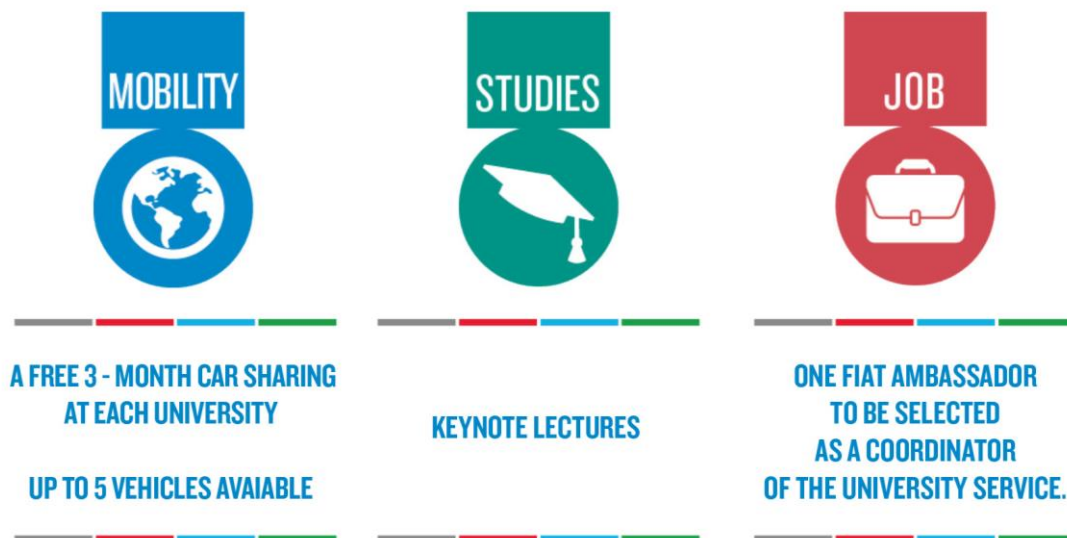
AWARDS AND COMPETITIONS

- Best «eco driver». A free loan vehicle for one month + a bicycle and a Fiat sweater worth a total of 880.00 € to the best driver of every project stage
- To the two best project Fiat Ambassadors (Rome and Salerno): a free loan vehicle for one month

Moreover, the project has been awarded:

- MEDIASTARS XVIII edition: it ranked 1st in the category of Events, and “Special Star” in the category of Copy, Visual and Concept Design
- BEA-Best Event Awards, 2013 edition: it ranked 3rd in the category of Road shows that gathers BIP – 2013 Placement Forum Trade Exhibition: it ranked 2nd.

2014-2015 EDITION



WHAT'S NEW:

Besides the strengthening and widening of its representation in Italy with 10 national Universities, the second edition of the project goes to Europe involving five excellent university centres of five European countries.



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SELECTION CRITERIA FOR UNIVERSITIES:

Among the several applications received, the final panel selection has been based on the university from the one hand, and on criteria compliance on the other hand:

- University renown and number of students enrolled
- Study courses consistent with the FCA-related subjects
- Very visible internal and external areas suitable for the project
- Commitment to project support and effective communication

Furthermore, geographic location has also played a major role in the selection process:

- heterogeneously located in Italy
- relevant FCA foreign markets order to reach the ceiling of countries involved

ITALIAN PARTNER UNIVERSITIES:

1. Turin - Politecnico
2. Pisa – Università degli Studi
3. Padua – Università degli Studi
4. Bologna – Università degli Studi
5. Florence – Università degli Studi
6. Rome – Luiss Guido Carli
7. Milan – Università Bicocca
8. Naples – Università degli Studi Federico II
9. Palermo – Università degli Studi
10. Catania – Università degli Studi

EUROPEAN PARTNER UNIVERSITIES:

1. Germany: Technische Universität München
2. Holland: Erasmus University Rotterdam
3. Spain: Universidad Politécnica de Madrid
4. Poland: Wroclaw University of Technology
5. Turkey: Istanbul University

CAR SHARING:

The service can be easily booked on the project website www.fiat.it/likesu in the «car sharing» section. On completion of signing up for the website, the user will book the vehicle among available models and pick it up in the designated area of the University where it will be returned by the agreed time and date. The student can use the vehicle for 24 hours over the week or for a whole weekend.

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Partner



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FLEET OF VEHICLES:

ITALY: 5 vehicles per University: 3 Fiat 500L Beats edition or Trekking + 2 Panda 4x4 vehicles

EUROPE: 5 vehicles per University including 500L Beats edition or Trekking + Panda family vehicles

FIAT AMBASSADOR:

The Fiat Ambassador task will be carried out by a student who will coordinate the car sharing service at the University. Any student duly registered at the partner University can apply for this position on the designated section of the project website www.fiatlikesu.eu

The student who has been considered suitable for this role will attend a project training course.

Moreover, this collaboration will be paid based upon the local applied fees.

At the end of the edition, the two best Fiat Ambassadors (1 in Italy and 1 in the other five European countries involved) will be awarded a free loan Fiat vehicle for 1 month.

KEYNOTE LECTURES:

Subject to the interest expressed by the concerned University, FIAT will arrange a lecture with designers, engineers, and managers of the Fiat Group Automobiles in order to enhance the training course of the students by sharing the Group's excellence.

PROJECT PARTNER

ESN: Erasmus student network is a network of student associations focusing on hospitality, integration and support for international students who spend a university study period abroad.

During the whole «FIAT Likes U» project, ESN will:

- Guarantee supply of information material for all local ESN units;
- Cooperate actively to promote the FIAT Likes U project over university events promoted by ESN
- Promote the «FIAT Likes U» project on their website and among ESN card owners.



UNIVERSITY ON THE GO

BRANDING EXAMPLES:

PARKING AREA

- ✓ Cube for external visibility (side 100)
- ✓ Stripes for parking area boundaries
- ✓ 4/5 flags for parking area signage



UNIVERSITY ENTRANCE AREA

- ✓ 6/8 flags along the access road to college





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INFO POINT

- ✓ Flyer display holder
- ✓ Path indicator roll up
- ✓ Cube for internal visibility (side 50)



FIAT AMBASSADOR OFFICE

The space will be customized according to the space available

