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To all news media

FIAT CAFFÈ @ Yuigahama Beach

EXODUS-produced FIAT hotspot opens on the beach in Kamakura on June 28, 2009

“FIAT CAFFÈ @ Yuigahama Beach,” produced by EXODUS Co., Ltd., will be open at Yuigahama beach in Kamakura City, Kanagawa Prefecture, from Sunday, June 28, 2009, through Monday, August 31, 2009. This CAFFÈ, located on one of Japan’s top bathing beaches, is a beach house that shares the same concept as FIAT CAFFÈ, which made its debut in Aoyama, Tokyo, in December last year.

■ With the new FIAT 500C as its centerpiece, “FIAT CAFFÈ @ Yuigahama Beach” is made up of four areas

“FIAT CAFFÈ @ Yuigahama Beach” is divided into four areas: Car Stage, FIAT Shop, SPA and FIAT CAFFÈ. With the latest FIAT 500 Cabriolet model installed on the Car Stage in the center, the other areas are laid out around it. FIAT Shop is where you can buy goods bearing the FIAT brand; Car Stage allows you to admire and find out more about the new FIAT 500C; SPA Space allows you to relieve the day’s fatigue or soothe your body after getting a suntan; and FIAT CAFFÈ offers Italian cuisine, the first such eatery on Yuigahama Beach.

■ Community-based, Made in Kamakura

EXODUS recognizes that the FIAT 500, with its compact size and outstanding functionality, is one of Italy’s most popular cars and one that has deep roots in people’s lives and local communities. Because of this close association between the car and people’s lives, we have made the beach house using people and materials that are associated with the local community – that is Kamakura. The beach house was designed by an architectural firm based in Kamakura, while the CAFFÈ kitchen will use fresh, locally procured vegetables, fish and shellfish. Other features include the beach parasols, which add color to the beach house and are made by an umbrella shop in Kamakura.

■ Highly “ecological” beach house

With “ecology” as the theme, many aspects of “FIAT CAFFÈ @ Yuigahama Beach” use environmentally friendly materials. The structural material of the building and parts of the lighting fixtures are recyclable. In addition, products used in the SPA are made entirely from natural ingredients, which can be degraded and returned to nature. In the CAFFÈ kitchen, cooking oil is mixed with a naturally degradable liquid for disposal, while dishes will be washed with an environmentally friendly detergent.