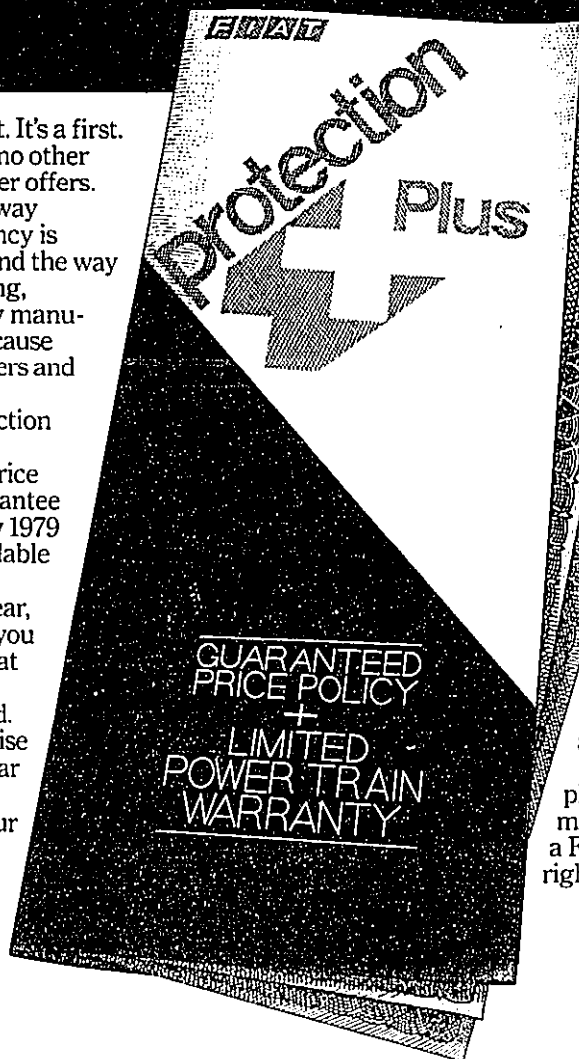


# CHALK UP ONE MORE PLUS FOR FIAT. PROTECTION PLUS.

It's new from Fiat. It's a first. And it's something no other import manufacturer offers. But with the crazy way international currency is fluctuating today, and the way repair costs are rising, it's something every manufacturer should. Because it protects both dealers and customers.

Here's how Protection Plus does it.

Its Guaranteed Price Policy lets you guarantee that the price of any 1979 Fiat you sell, if available and ordered by you during the model year, will be delivered to you and your customer at the same price at which it was ordered. You don't have to raise the price after the car comes in and risk catching it from your customer—or losing the sale completely.



And your customer doesn't have to raise extra cash to pay for the car—or risk losing a deposit. And it's all in writing.

So's the other part of Protection Plus. Our 24 month/24,000 mile limited power train warranty. It lets you warranty every car you sell a lot longer than most of the competition can.

Twice as long as most of them can. The power train components for 24 months or 24,000 miles, whichever comes first. And the entire car, under normal use and service, for 12 months or 12,000 miles, whichever comes first. Except for battery, tires, and normal maintenance items.

Protection Plus. It's a sales plus if ever there was one. And one more reason why, if you're not already a Fiat dealer, you should become one right now.

**FIAT**

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