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Giga Fiat 500 Convertible Tours Europe



Fiat has made a oversized replica of the 500 Convertible that is touring Europe. The 5:1 scale model of the 500 replicates the drop-top style of the 500C with a projection of the sky on to the inner lining of the car's roof. The gigantic [Fiat 500C](#) is five times the size of the production version making this campaign a unique way of promoting a vehicle.





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