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Nokia Fiat 500



Nokia UK has bought seventy two Fiat 500 cars with some funky paintwork for use in the 'Nokia Connectors' promo tour.

Nokia the biggest cell phone manufacturer will use Fiat's retro hatchback to send teams of student brand ambassadors on to UK streets, parks, beaches and parties. Based all over the UK in 18 key cities and armed with Nokia handsets and Fiat 500s, the brand ambassadors will connect with potential consumers, particularly in relation to Nokia's new 6220 phone.



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