

In Rome, fiat chooses "The Breath" fabric for its new out of home campaign by Urban Vision

Rome, May 18, 2017

On air today in Rome the new Fiat campaign in the name of sustainable mobility.

The ad, featured on a Urban Vision's maxi billboard in Piazza di Bocca della Verità, uses "The Breath", an innovative, green technology developed by Anemotech and exclusively distributed by Urban Vision for its Out Of Home sites. "The Breath" is capable of absorbing, retaining and disrupting urban pollutants, especially produced by vehicular traffic.

The campaign's goal is to present the customized subsidies for the new, ecological range of LPG and NGV cars. This action witnesses the commitment of Fiat-Chrysler to the reduction of pollution in urban areas. The engagement of the group is also well expressed through an original and sustainable ad, which contributes concretely and measurably, thanks to its green technology, to the care of the environment.

"Brands are positively responding to our proposal for a sustainable Out of Home, made possible thanks to The Breath; we are very proud of this outcome" - said Urban Vision's Chairman Gianluca De Marchi. "The automotive sector, in particular, is proving to be very conscientious about the potential of the fabric. Equipping all our OOH sites with this innovative technology is a winning strategy, as it provides advertising with an authentic mission of social responsibility, since it contributes effectively to the protection of the environment and the improvement of life quality in our cities".

Urban Vision is a leading international company with over 10 years experience in raising commercial funds to support restoration work and urban development projects. Publisher and dealer of out-of-home advertising space in Italy and Europe.

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