FIAT

OK, So you don’t want to sleep. Alright, I’ll tell you a story about this business plan.

You say ‘What’s it got to do with me?’

Nothing, at least for the moment.

But in five years’ time, they’re going to double car production and increase exports, even to America.

They’re going to double production!

They’re going to double our chances, even mine!

And so you say ‘So what will you do?’

‘I know!, I know! Well, I could buy a FIAT car.

You can choose the colour, though.

Hey!

A NEW ‘FABBRICA’ IS EMERGING AND IT WILL BELONG TO ALL OF US

‘FABBRICA ITALIANA’ IS THE FIAT BUSINESS PLAN

IT IS A ROAD TO TRAVEL ALL TOGETHER TO MAKE FUTURE GENERATIONS PROUD OF US TODAY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| The things | we do  we are doing | now | (will) tell(s) us | what we will be | in the future |
| What | we make  we are making | today | (will) point(s)to | what we will become | tomorrow |
| That which | we create  we are creating | \_ | (will) herald(s) | what our future will be |  |
|  | we produce  we are producing |  | will determine |  | our future |

Our future depends on what we create now.