



Europe's First Pom Pom Car is Created

- Character Options' Pom Pom Wow! takes over a Fiat London showroom to pom pom a Fiat 500L!

A half dozen staff, 8 hours and over 20,000 Pom Pom Wow! pellets later, together with the generous loan of a Fiat 500L, and Europe's first fully pom pommed roadworthy car has been created thanks to Character Options and Pom Pom Wow!

The pom pomming event took place on Tuesday 24th May 2016 in the showroom window of Fiat Motor Village. Here the car will stay for all to view for a full week. After this, a four-day tour of the capital's landmarks!

The whole activity has been captured via a Time-lapse video and will be shared via social media early next week.

Emma Walker, Product Manager from Character Options witnessed the creation unfold and commented: "Wow! this is one spectacular car! It's a real sight to be seen and we can't wait to take it to the streets to show the nation the creative possibilities of Pom Pom WOW!. I'd like to thank Fiat and Motor Village. Pom Pom WOW! is the creative brand that is bang on trend and we believe events such as this will help make is a phenomenal success!"

A competition is being set up on Fiat UK's Facebook account to guess how many Pom Poms were used. The winner will win a weekend in a Fiat500L and a chance to fill the Boot with toys from their local Smyths Toys Superstore.

For more information, Call Evolution PR on 01327 227010 or email Ellie@evolution-pr.co.uk . alternatively follow the hashtag #PomPomWOW!

You can also follow book in a photocall in London between 1st and 4th June. Let us know your ideas and we will try to be there!

