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Landi Renzo delivers 24 Fiat 500 “Flower”

Eco-sustainability, savings, freedom of circulation: it is on these concepts that Landi Renzo S.p.A., world leader in alternative LPG and natural gas components and systems for motor vehicles, bases its communications.

Extending this strategy to its network of retailers and workshops, the company is to deliver 24 Fiat 500 “Flower” to its Corte Tegge site on 15 July. These vehicles will be identical to the one on display in the Eco Test area of the 2007 Motor Show. A further 16 Fiat 500 will be delivered in September.

The Fiat 500 “Flower”, on show in 2008 in many Italian trade fairs and events, has been a resounding success with the public and press alike, and indeed has inspired the creation of a virtual "ever-green" vehicle, used both for the animation of the website www.landi.it, for the 2008 advertising campaign, and for a videoclip sponsoring Italian singer-songwriter and rapper Jovanotti's latest tour. You may watch the video by accessing the videogallery in the press area of the website www.landi.it.

The cars, which will be delivered to the retailers and workshops of the Landirenzo Network, are converted to LPG using the state-of-the-art Landirenzo Omegas Plus multipoint sequential injection system.