Fiat Link is an interactive case study that enables students to learn about the advantages of implementing the LINK interface in the FIAT company. This system integrates communication between the customer and car dealer, and between the car dealer and factory.

The student will work through the different chapters:

- Case study
- Interface
- Video Commentaries
There are examples of the LINK system's screens that will enable students to familiarise themselves with the system and become aware of its advantages.
There are also videos in which FIAT managers give their opinion on the LINK system.