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## **2012 Fiat 500: The Right Car at the Right Time**

"The new Fiat 500 changes the rules of personal transportation and delivers a new sense of individual expression and opportunity." — Laura Soave

August 31, 2011, Auburn Hills, Mich. - Beautiful Italian styling combined with timeless functionality, efficient design and innovative technology – these are the attributes that made the original Fiat 500 (Cinquecento) a timeless icon. More than 50 years later, the same qualities make the new 2012 Fiat 500 relevant for an entirely new generation of drivers.

"The Fiat 500 has always been the right car at the right time," said Laura Soave, Head of FIAT Brand North America. "The new Fiat 500 brings something truly unique to a fast-growing segment in America, delivering Italian-by-design function, value and efficiency intelligently tailored for our market."

### **FIAT's successful small car formula worked then and still works now**

Like the original Cinquecento, the new Fiat 500 showcases the brand's ingenuity to build world-class small cars that ignite a spirit of the times through simple design, beautiful craftsmanship and timeless value. As a result, the Fiat 500 has continued to surprise and delight customers worldwide for more than 50 years.

Satisfying the individual mobility need for Italians and other Europeans after the Second World War, the original Fiat 'Nuova' 500 became a catalyst in 1957 for the country of the 'poor but beautiful' to be not quite as poor. With almost 4 million examples produced between 1957 and 1975, the small and efficient Fiat 500 succeeded in providing an affordable, comfortable and reliable transportation solution while helping to ignite Italy's post-war economic recovery.

More than 50 years later, and thanks to its stylistic and modern technological features, the new Fiat 500 represents the spark of another milestone along the lasting process of expansion. And this is where history starts again.

The 2012 Fiat 500 caters to a new generation of Americans who want their vehicle to be as engaging, individualized, ecologically responsible and technologically savvy as they are.

"Like the original Cinquecento a half-century ago, the new Fiat 500 changes the rules of personal transportation and delivers a new sense of individual expression and opportunity. At a time when America is getting back to basics with a fresh awareness of the environment around, the new Fiat 500 identifies with today's minimalistic attitude and delivers with state-of-the-art eco-friendly technology wrapped in world-class quality, craftsmanship and style," added Soave.

This modern-generation Fiat 500 offers safety, fuel economy, quality and advanced technology perfectly balanced with iconic Italian style. With its city-friendly four-passenger A-segment size, engaging driving dynamics, all-new fuel-efficient 1.4-liter FIAT MultiAir® engine delivering up to 38 highway mpg and a best-in-class 30 mpg city (with manual transmission), standard state-of-the-art BLUE&ME™ Handsfree Communication technology, seven standard air bags and new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission, the 2012 Fiat 500 offers a driving and ownership experience unlike anything available today.

Reminiscent of the original Cinquecento, the 2012 Fiat 500 builds on the vehicle's global popularity. Since its initial launch in 2007, more than 500,000 Fiat 500 vehicles have been sold in more than 80 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 60 international awards, including being named the 2008 European Car of the Year.

### **Fiat 500 embodies a new vision of technology's role in the achievement of sustainable mobility**

Fiat's new world-class 1.4-liter engine with state-of-the-art MultiAir technology powers the 2012 Fiat 500 and reduces emissions while improving fuel economy and power.

Delivering spirited driving and well-suited for the Fiat 500's lightweight design and city-friendly size, Fiat's efficient and responsive 1.4-liter MultiAir in-line four-cylinder engine provides 101 horsepower (75 kW) at 6,500 rpm and 98 lb.-ft. (133 N•m) of torque at 4,000 rpm. When paired with the five-speed manual transmission, the Fiat 500 delivers up to 38 highway mpg and a best-in-class 30 mpg city. And with the all-new six-speed automatic transmission with Auto Stick, the new Fiat 500 delivers 27 mpg in the city and 34 mpg on the highway.

Helping the new Fiat 500 achieve 10 percent greater fuel efficiency and power while decreasing CO2 emissions up to 10 percent compared to engines without the system is the world's first Fully Variable Valve Actuation (FVVA) system on a production engine. Also known as MultiAir, this innovative intake valve system replaces a traditional overhead cam with four hydraulic solenoids for instantaneous air-fuel adjustment at any time in the engine cycle for maximum efficiency and power.

### **The Fiat 500's eco:Drive Application helps to improve driving efficiency**

The new 2012 Fiat 500's state-of-the-art eco:Drive Application demonstrates that an automaker's environmental responsibility should not stop when the car leaves the production line but rather extend into the actual way customers drive their cars.

Fiat's eco:Drive Application collects all necessary data relating to vehicle efficiency and, through the BLUE&ME™ USB port, transmits it on to any USB memory stick. Once the driver plugs the memory stick into his or her personal computer, the system presents the driver with the Fiat 500's detailed environmental performance, including the CO2 emission level for each trip. In addition, Fiat's eco:Drive Application analyzes the driver's style and provides recommendations on how to modify his or her driving style to help reduce fuel consumption and CO2 emissions.

Originated in Europe, Fiat's eco:Drive Application has encouraged drivers to set challenges – CO2 reduction targets for specific journeys or over a set period of time. And as part of a global "eco:Ville" community, the system encourages all drivers to come together and pool their fuel and emissions savings to illustrate how many drivers' individual contributions help the greater good.

### **New Fiat 500 Pop, Sport and Lounge models**

The new 2012 Fiat 500 offers three exciting models infused with style, technology and convenience features to make life on the go more personalized and comforting.

#### **Fiat 500 Pop**

Designed for the individual who wants Italian style, efficiency and personalization options, the new 2012 Fiat 500 Pop includes a manual transmission, 15-inch steel wheels with chrome-accented wheel covers and all-season tires, seven standard air bags, air conditioning, AM/FM/CD/MP3 radio with auxiliary audio input, leather-wrapped steering wheel with audio controls, BLUE&ME™ Handsfree Communication technology with USB port, eco:Drive™ Application and iPod control capability, power windows, power door locks, power heated mirrors, speed control, chromed exhaust tip and reconfigurable Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty, average fuel economy and tire-pressure monitoring display (TPM).

#### **Fiat 500 Sport**

For the driving enthusiast who demands Italian style with sport-tuned suspension and more convenience features, the new 2012 Fiat 500 Sport model encompasses modified springs, shock tuning, steering calibration and exhaust tuning to deliver a more firm ride and responsive handling. The Sport model also includes a manual transmission and (in addition to the Fiat 500 Pop features) distinctively styled front and rear fascias with larger 'honeycomb' grilles and flared aerodynamic treatment.

Between its unique 16-inch aluminum wheels with Mineral Gray painted pockets and all-season tires, the Fiat 500 Sport incorporates new bodyside sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle's design theme are Performance Red painted brake calipers attached to a sport-tuned suspension and fog lamps. Inside, the new Fiat 500 Sport features unique sport-styled seating and a sport-steering wheel surrounded by a Grigio/Nero (gray/black) or Grigio/Marrone (gray/brown) interior environment and Bose®

Energy Efficient Series audio system with six premium speakers and subwoofer.

#### **Fiat 500 Lounge**

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the new 2012 Fiat 500 Lounge model features premium amenities (in addition to the Fiat 500 Pop features) including the all-new six-speed automatic transmission with driver-selectable gear changes, front- and rear-fascia chromed accents, chrome mirror caps, fog lamps, fixed glass roof, 15-inch aluminum wheels with all-season tires, premium cloth seats, leather-wrapped steering wheel with audio controls, SIRIUS Satellite Radio, BOSE® Energy Efficient Series audio system with six premium speakers and subwoofer, security alarm, BLUE&ME™ Handsfree Communication technology with USB port, eco:Drive™ Application and iPod control capability.

#### **Unique style and personalization options**

With 14 paint colors available in metallic, non-metallic and premium tri-coat pearl finishes, every new 2012 Fiat 500 will be distinct. In addition, the interior is available in two interior environments (Black or Ivory) with 14 unique seat color and material combinations for an individualized look.

A full line of authentic Fiat 500 accessories by Mopar® will offer customers even more personalization possibilities at their local Fiat dealership, including unique striping packages, exterior and interior styling accessories and authentic Fiat-styled merchandise.

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