

## **Chrysler Group LLC Offers Year-End ‘Sign & Drive’ Lease on 2012 Fiat 500**

December 18, 2011, Auburn Hills, Mich. - Chrysler Group LLC announced today a “Sign & Drive” lease for the Fiat 500.

Well-qualified consumers can lease a 2012 Fiat 500 Pop manual for \$199 a month with no money due at signing through Ally Financial or US Bank. Tax, title and license are extra. This 42-month lease allows for 12,000 miles per year. Lessees under this program must take retail delivery by January 3, 2012.

“Customers who have been considering a Fiat 500 purchase or lease now have even more reason to check one out today,” said Reid Bigland, President and CEO – Dodge Brand and Head of U.S. Sales. “The Fiat 500 line is attracting a new wave of customers that have not considered a Chrysler Group product in the past. The brand is here to offer true Italian style and design at an affordable price. You no longer need six figures to buy an Italian car.”

### **About the 2012 Fiat 500 models**

Building on the attributes that made the original version an icon more than 50 years ago – the 2012 Fiat 500 models provide an entirely new generation of drivers with the best of Italian motoring: craftsmanship, style and safety, combined with fun-to-drive small-car efficiency.

The 2012 Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, seven standard air bags and available TomTom® Navigation with standard BLUE&ME™ Handsfree Communication technology, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, plus a “Top Safety Pick” for 2011 by the Insurance Institute for Highway Safety (IIHS).

Expanding on the qualities that have made the original Fiat 500 (Cinquecento) a timeless and efficient automobile, the new 2012 Fiat 500 Cabrio (500c) adds open-air freedom and even more driving enjoyment. And with its cleverly designed multi-position power-retractable cloth top and iconic body-side silhouette, the new Fiat 500c delivers style with class-leading interior sound quality.

At local FIAT Studios, customers may choose to personalize their Fiat 500 or 500c with selections including as many as 14 available exterior paint colors, 14 unique seat color combinations, three models and two interior environments. And to ensure that every new 2012 Fiat 500 will be distinct, a full line of authentic Fiat 500 accessories by Mopar® will offer customers even more personalization possibilities, including unique striping packages, exterior and interior styling accessories and authentic FIAT-styled merchandise.

Offering even more exclusivity and style, the limited-edition 2012 Fiat 500 and 500c by Gucci models now are arriving in FIAT Studios nationwide. For more information, visit [www.fiatusa.com/gucci](http://www.fiatusa.com/gucci). The high-performance Fiat 500 Abarth will arrive into the U.S. market in the first-half of 2012.

The 2012 Fiat 500 and 500c Pop models have a U.S. MSRP of \$15,500 and \$19,500 respectively (plus \$500 destination).

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