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All-new Fiat 500L Expands the FIAT Brand's Product Lineup and Its Commitment to Innovative Cars

- LEVERAGING – taking the FIAT brand's DNA, the all-new Fiat 500L expands the appeal of the iconic 500 while adding two more doors and comfortable accommodations for five passengers
- LARGE – a Fiat 500 designed on the new "small-wide" vehicle architecture for 27 inches more length, plus 6 inches more in height and width, all to deliver an EPA Large Car size interior with comfort, added versatility and 42 percent extra interior space
- LOFT – a trendsetting interior environment featuring segment-exclusive glass from A- to D-pillars that provide nearly 360-degree panoramic views, while iconic Cinquecento (500) cues exude contemporary Italian design outside
- LITERS – innovative 1.4-liter MultiAir Turbo engine provides 160 horsepower, 184 lb.-ft. of torque and up to an EPA estimated 33 miles per gallon (mpg) highway label
- LIFESTYLE – all-new Fiat 500L Trekking model highlights the perfect blend of rugged styling and versatility, to offer customers a Cinquecento that complements their active lifestyle
- LIGHT – human-friendly innovations like fuel-saving and emissions-reducing MultiAir valve technology, eco:Drive and FIAT's first application of the all-new Uconnect 5.0 and 6.5 touchscreen systems, all to provide a "lightness" to improve the quality of life

June 27, 2013, Auburn Hills, Mich. - Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for more than 55 years, the all-new 2014 Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics, a 160-horsepower 1.4-liter MultiAir Turbo engine and two fuel-saving, six-speed transmission offerings, all wrapped in contemporary Italian design.

"The all-new Fiat 500L expands the reach of the FIAT brand in North America, appealing to customers who like the contemporary Italian style of the Fiat 500 but need more space and functionality to match their lifestyle needs," said Jason Stoicevich, Head of FIAT Brand North America — Chrysler Group LLC. "The Fiat 500L offers the whole package, with best-in-class interior space, class-leading horsepower, exclusive technology features and the style that only Italians can create."

Since the modern Fiat 500's global launch in 2007, more than 1 million of these efficient and city-friendly vehicles have been sold in more than 110 countries worldwide. And now with the all-new Fiat 500L, the Cinquecento has grown up to accommodate even more of life's greatest experiences and emotions all together: children, friends, journeys, music and community. The letter "L" sums up the six dimensions of the Fiat 500L:

- "Leveraging," the FIAT brand's approach to its iconic Cinquecento design DNA
- "Large," meant as functionality and space via its new "small-wide" vehicle architecture with "cab forward" design that enables this Cinquecento to offer:
    - Best-in-class interior volume
    - Best-in-class front head and shoulder room
    - Best-in-class rear cargo space (with back seats up)
- "Loft," a trendsetting environment with segment-exclusive glass A- to D-pillars and an available large dual-pane glass sunroof (20.7 sq. ft. / 1.92 m2) for panoramic views
- "Lifestyle," four unique models including the Fiat 500L Trekking that blends rugged styling and versatility for a Cinquecento that complements customers with a highly active lifestyle

- “Light,” when ‘lightness’ means human- and eco-friendly technology

Paired with its tight European handling and quick steering, the sixth dimension, “Liters,” defines the fuel-efficient MultiAir Turbo engine in the all-new Fiat 500L, providing class-leading standard horsepower per liter (117 hp/liter) with an output of 160 horsepower and 184 lb.-ft. of torque. For even more driver precision and control, the Fiat 500L features a six-speed manual transmission or six-speed Euro Twin Clutch transmission

All-new Fiat 500L Trekking: the adventurous side of the 500L

Designed with the active and thrill-seeking North American customer in mind, the 2014 Fiat 500L Trekking expands the appeal and practicality of the Fiat 500L with distinct, rugged looks; an athletic two-tone interior environment; unique front and rear fascia designs; flared wheel arches and larger 17-inch wheels to support its adventurous personality.

“From the fashionable Gucci editions to the high-performance Abarth, our Fiat 500 and now all-new Fiat 500L illustrate the different personalities and capabilities the FIAT brand can deliver from the same basic sheet metal,” said Stoicevich. “The adventurous personality of the Trekking model will attract a wider set of customers while keeping intact all the great benefits of the Fiat 500L.”

Making the all-new Fiat 500L Trekking distinct from the 500L Pop, Easy and Lounge models is the addition of aggressively styled front and rear fascias with Grigio Chiaro (graphite) accents for a bolder look. Unique Grigio Chiaro wheel arch and body-side sill moldings give the Fiat 500L Trekking a more adventurous look, while larger 17 x 7-inch aluminum wheels hint at the urban-utility vehicle’s handling capabilities.

A unique two-tone Nero/Marrone (black/brown) interior environment continues the Fiat 500L Trekking’s rugged-athletic theme. At the center of it all, an all-new Uconnect 5.0 system features a 5-inch intelligently and intuitively designed touchscreen interface, handsfree calling and Bluetooth-streaming audio, as well as voice-command control of the radio and a media hub for seamless integration of portable devices. For even more capability, the Fiat 500L Trekking can be had with the premium Uconnect 6.5 system with its larger 6.5-inch touchscreen radio, dealer-activated navigation with intuitive map graphics and a premium media hub with SD card reader.

The all-new 2014 Fiat 500L and 2014 Fiat 500L Trekking models are produced at the Fiat Automobiles Serbia plant in Kragujevac, Serbia, and will arrive to FIAT studios in North America in mid-2013.

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