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## **2013 Fiat 500e Offers Unsurpassed 108 Highway MPGe Rating and Class-Leading 87 Miles of Driving Range**

- Industry-best 108 MPGe highway rating
- Best-in-class EPA combined city/highway estimated driving range of 87 miles
- Unsurpassed frugality with EPA-estimated annual fuel-equivalent cost of \$500
- EPA fuel consumption rate of just 29 kilowatt hours (kWh) per 100 miles
- Fiat 500e arrives at FIAT Studios in California in second-quarter 2013

January 3, 2013, Auburn Hills, Mich. - The Environmental Protection Agency (EPA) has rated the stylish Fiat 500e's highway-cycle performance at 108 MPGe, which is unsurpassed by any electric vehicle (EV) on the U.S. market.

MPGe is the EPA-devised measure for determining how many miles an EV can travel on a quantity of battery-generated electricity that has same energy content as a gallon of gasoline.

EPA testing also has indicated that, when fully charged, the Fiat 500e will travel about 87 miles, which is best-in-class and better than all U.S.-market EVs produced by high-volume manufacturers.

In addition, the EPA estimates the annual cost to power the Fiat 500e is, coincidentally, \$500.

The estimate is calculated by factoring electricity price projections into 15,000 miles of travel at a vehicle's combined city/highway performance rating. The Fiat 500e has a 116-MPGe city/highway rating; its city-cycle rating is 122 MPGe.

"The FIAT brand is about unique Italian style, fuel efficiency and great value. Now we have taken a page from our own playbook to change the expectations of what an electric vehicle can be," said Tim Kuniskis, Head of FIAT Brand North America. "Our environmentally sexy Fiat 500e offers a design proposition like no other, while delivering unsurpassed MPGe and class-leading range making our 500e a serious contender in the market."

EPA testing estimates the car's energy-consumption rate at just 29 kilowatt hours (kWh) per 100 miles. Further, the Fiat 500e scores a perfect "10" on two EPA scales that reward vehicles for low tailpipe emissions.

The battery-electric Fiat 500e is, of course, a zero-emissions vehicle.

The 2013 500e builds on the Fiat brand's successful small-car formula, while adding an all-new, battery-electric powertrain that produces 111 horsepower (83 kW). It recharges in less than 4 hours with its Level 2 (240 volt) on-board charging module (OBCM).

Supplementing its distinctive styling cues are eight efficiency-inspired exterior enhancements that contribute to a 13 percent improvement in aerodynamics, compared with the already fashionable Fiat 500 Lounge.

The Fiat 500e arrives at FIAT Studios in California in second-quarter 2013.

### **About the FIAT brand**

The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento — a small car that lives big. Italian at heart and

rooted in a rich heritage, the 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 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 80 international awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year and Best New Engine of 2010 (Fiat MultiAir® Turbo). In the U.S., the 2012 Fiat 500 was named "Best Buy" in the subcompact category by Consumers Digest and was deemed a "Top Safety Pick" by the influential Insurance Institute for Highway Safety (IIHS). The 2013 model also is an IIHS Top Safety Pick.

The FIAT brand portfolio in North America continues to expand with the arrival of the high-performance Fiat 500 Abarth, Fiat 500 Abarth Cabrio and the Fiat 500 Turbo. In 2013 the FIAT brand will also launch the Fiat 500e, a full-electric version of the Fiat 500 and the Fiat 500L an all-new five-passenger vehicle that expands FIAT's brand style and efficiency into the growing B-segment.

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