

Contact: Ariel Gavilan
General Media Inquiries

Successful Fiat 500 by Gucci Edition Returns to America

- Successful Fiat 500 and 500c (Cabrio) by Gucci Edition back by customer demand
- Gucci Edition models available for a limited time in North America
- Arriving to FIAT studios in June with a starting price of \$23,750

June 10, 2013, Auburn Hills, Mich. - The Fiat 500 and 500c by Gucci Edition, the perfect combination of Italian craftsmanship and style in a small car, brings two of Italy's most respected brands together for an encore. The new limited-edition 2013 Fiat 500 and 500c Gucci Edition models will return to America with a new discrete appearance inside and out while continuing to meet the popularity and market demand of the previous edition.

"It doesn't get better than this: two brands like Gucci and FIAT collaborating on an encore of the fastest-selling Fiat 500 that we ever had in our U.S. portfolio," said Jason Stoicevich, Head of FIAT Brand North America - Chrysler Group LLC. "The success of the Fiat 500 by Gucci demonstrates that there is a clientele in America that appreciates and demands high-quality small cars loaded with the craftsmanship, technology and the style that only the Italians can offer. Almost all of the vehicles of this new edition have been spoken for by our studios, and they can't wait to start selling them again."

2013 Fiat 500 and 500c by Gucci Edition

For 2013, the Fiat 500 and 500c by Gucci Edition models now offer a new Nero (black) monotone interior environment that complements Gucci Nero or contrasts Gucci Bianco (white) eye-catching glossy pearl-glass exterior paint and Gloss Nero lighting bezels. The new Nero interior space is stylish yet functional, down to every last detail: chic embroidery, exclusive materials, bright (with Gucci Nero) and satin (with Gucci Bianco) chrome accents, the velvety varnish on the instrument panel and seats wrapped in Poltrona Frau leather with signature "Guccissima" print. Premium Nero leather accents are also found on the interior door panels and on the hand-stitched leather-wrapped steering wheel.

For customers who prefer a two-tone environment, the 2013 Fiat 500 and 500c by Gucci Edition models reintroduce the original two interior color schemes. Tied to the Gucci Nero exterior color is an interior detailed with Bianco/Nero seating and accents, while the Gucci Bianco exterior color features the reciprocal Nero/Bianco theme.

The 2013 Fiat 500 and 500c by Gucci Edition models feature several exclusive design elements that highlight the Cinquecento's iconic style. A signature Gucci Verde/Rosso/Verde (green/red/green) web stripe runs along the entire bodyside perimeter on the Fiat 500 by Gucci, or across the length of the power-retractable cloth top on the Fiat 500c by Gucci model. Chrome cursive "Gucci" signatures complete the door frames and hatchback, complementing the bright (Gucci Nero) or satin (Gucci Bianco) chrome-accented exterior mirrors, door handles and hood spear. Adding to the vehicle's sculpted fenders are uniquely designed, retro-inspired 15-inch aluminum wheels color-keyed to the Gucci Nero or Gucci Bianco exterior paint. For even more sophistication, the wheel design includes center caps with interlocking "GG" hubcaps and brake pads lacquered in signature Gucci Verde (green).

The 2013 Fiat 500 by Gucci Edition has a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$23,750, while the 2013 Fiat 500c by Gucci Edition model starts at \$27,750 (both models do not include \$800 destination). The new Gucci Edition models arrive in spring of 2013 and will be offered for a limited time only.

About 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.

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 launch the Fiat 500e, a full-electric version of the Fiat 500, and the Fiat 500L, a new five-passenger model that will expand FIAT's brand style and efficiency into the growing B-segment.

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