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All-new 2014 Fiat 500L Expands FIAT Brand's Product Lineup and Commitment to Innovative and Value-loaded Italian Cars

- Loaded with value: all-new 2014 Fiat 500L arrives to FIAT studios this June with a starting price of $19,100 and four well-equipped models
- Leveraging: taking the FIAT brand's DNA, the all-new Fiat 500L expands the appeal of the iconic 500 while adding two more doors plus best-in-class interior volume (120.1 cu. ft.) providing comfortable accommodations for five passengers
- Large: a Fiat 500 designed on the new "small-wide" vehicle architecture for 27 inches more length, plus six inches more in height and width, all to deliver an EPA Large Car size interior with comfort, added versatility and 42 percent more space
- Loft: a trendsetting interior environment featuring segment-exclusive glass 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 best–in-class standard horsepower (160 hp) and torque (184 lb.-ft.), with 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 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 16, 2013, Auburn Hills, Mich. - Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for nearly 57 years, the all-new 2014 Fiat 500L expands the Cinquecento's appeal by offering 42 percent more interior space with comfortable seating for five, engaging driving dynamics and a 160-horsepower 1.4-liter MultiAir Turbo engine with two fuel-saving, six-speed transmissions. All this comfort and technology is wrapped in contemporary Italian design with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of $19,100 (plus $800 destination).

Leveraging: the modern Cinquecento's sales success and appeal

Since the modern Fiat 500's global launch in 2007, more than 1 million of these efficient, city-friendly vehicles have been sold in more than 110 countries worldwide. And now with the all-new 2014 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.

Larger: iconic Cinquecento cues, now with five doors

With its recognizable Cinquecento exterior design features and a silhouette that is 27.7 inches (70.4 cm) longer, the all-new 2014 Fiat 500L provides more utility, comfort and 42 percent more interior space while offering a natural and coherent product extension in FIAT studios.

With recognizable Fiat 500 physiognomy — its signature "whiskers and logo" face — plus an additional six inches (15.2 cm) in height and width, the all-new Fiat 500L has even more presence while exuding the FIAT family resemblance in stylistic harmony. A "cab forward" approach improves forward visibility, while a bodyside of clean surfaces and flared wheel arches delivers a dynamic look. Since Cinquecento models maximize the views each journey provides, the Fiat 500L integrates segment-exclusive glass A- to D-pillars to provide an interior environment

nearly encapsulated by 360-degree views. For even more scenery and style, a large dual-pane glass sunroof system along with a contrasting Nero (black) or Bianco (white) painted roof is available.

Loft: style, comfort and panoramic views

Like a loft that provides a contemporary, wide, open and luminous dimension, the interior of the all-new 2014 Fiat 500L offers 120.1 cu. ft (3.402 cu. m) of best-in-class interior volume, good for 42 percent more interior space than the 500 hatchback. Careful analysis of the interior space provides passengers with best-in-class front head and shoulder room, plus best-in-class rear cargo space (with back seats up). The result: a Cinquecento with an airy and roomy passenger compartment designed to be comfortable and enjoyable for any destination.

The all-new Fiat 500L features a perfect blend of modern simplicity, iconic Italian styling and numerous personalization options like a well-designed loft designed to convey a sense of refinement, elegance and fun. Ensuring passengers are surrounded by premium materials that deliver a sensorial experience, FIAT's Centro Stile's Color & Material Group specifically carried out studies to define which materials and colors the Fiat 500L product range would include. The group's research redefined technologies and production processes to further increase the quality level and value of the physical, tactile and visual properties of the materials, details and finishes to be applied.

Liters: turbocharged for 160 horsepower and an EPA estimated 33 mpg highway

First seen on the track-proven Fiat 500 Abarth, now the fuel-efficient 1.4-liter MultiAir Turbo four-cylinder engine finds its way into the all-new 2014 Fiat 500L as the single engine offering, delivering 160 horsepower (class-leading 117 horsepower per liter), 184 lb.-ft. of torque and up to an EPA estimated 33 miles per gallon (mpg) on the highway with either the six-speed manual or Euro Twin Clutch transmission.

The all-new Fiat 500L can be equipped with either a six-speed manual or six-speed Euro Twin Clutch transmission. Sharing a common design, both transmissions deliver quick acceleration while maintaining fuel economy. And with its first-gear overall launch ratio of 18.4:1 and precision-controlled shift points, the Fiat 500L delivers precise gear changes consistent with the brand's fun-to-drive cachet. The innovative Euro Twin Clutch is standard on the Fiat 500L Lounge model and is available on the Fiat 500L Easy and Trekking models. With the Euro Twin Clutch six-speed transmission, the Fiat 500L delivers an EPA estimated 24 mpg city, 33 mpg highway and 27 mpg combined rating. Similarly, the Fiat 500L with the enthusiast-desired six-speed manual transmission delivers an EPA estimated 25 mpg city, 33 mpg highway and 28 mpg combined rating.

Lifestyle: four value-loaded models, plus no-charge Premier Package on 500L Easy, Trekking and Lounge models

Leveraging the style, technology, efficiency and convenience features that made the modern Fiat 500 an international success, the all-new 2014 Fiat 500L builds upon these attributes through four exciting models that deliver best-in-class standard power, an enjoyable habitat encompassed with style, comfort and versatility, plus innovation and personalization options.

Fiat 500L Pop

Designed for customers who want Italian style, versatility, efficiency and personalization options, the all-new 2014 Fiat 500L Pop includes a 1.4-liter MultiAir Turbo engine with six-speed manual transmission, premium Koni frequency selective damping (FSD) front struts and rear shock absorbers, bi-halogen headlamps with daytime running lamps, 16-inch chrome-accented wheel covers, all-season tires, stainless steel exhaust tip, black exterior mirrors with driver and passenger side spotter mirrors; heat, air conditioning, power lock and windows with one-touch up/down, cruise control, body-color instrument panel, six speakers, Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty, average fuel economy and tire-pressure monitoring (TPM) display; steering wheel controls, six-way adjustable cloth seats with driver and front-passenger height adjust, 60/40 split-fold rear seatbacks with segment-exclusive fore-aft adjustment, recline and tumble/slide feature; tilt and telescoping steering column, 12-volt console and auxiliary power outlets, multi-position cargo area trunk panel, cap-less fuel-filler door, floor mats, interior observation mirror and dual sun visors with vanity mirrors.

In addition the Fiat 500L Pop includes the innovative Uconnect 5.0 with its 5-inch touchscreen display, radio voice commands, handsfree phone, Bluetooth-audio streaming, text message reader, personalization settings and media hub (USB and auxiliary ports) for seamless integration of portable devices. Safety features include seven standard air

bags, reactive front head restraints, vehicle theft security alarm, child seat anchor system and electronic stability control (ESC) with Hill-start Assist.

The 2014 Fiat 500L Pop model has a starting U.S. MSRP of $19,100 (plus $800 destination charge).

Fiat 500L Easy

Providing customers with versatility and efficiency and even more style and comfort features, the all-new 2014 Fiat 500L Easy takes the Fiat 500L Pop model and adds standard 16-inch aluminum wheels, deep-tint rear glass, body-color exterior mirror caps, front seat center console with armrest, leather-wrapped square-in-circle designed steering wheel, premium leather-wrapped shift knob with chrome accent, vinyl-wrapped instrument panel available in three colors, unique cloth seat fabric and six-speaker FIAT premium audio system with 520-watt amplifier.

The 2014 Fiat 500L Easy model has a starting U.S. MSRP of $20,195 (plus $800 destination charge).

Fiat 500L Trekking

For customers who want the perfect blend of rugged styling and versatility to match their active lifestyle, the all-new 2014 Fiat 500L Trekking adds to the Fiat 500L Easy model with aggressively designed two-piece front and rear fascias with Grigio Chiaro (graphite) inserts, fog lamps, satin-finished “whiskers,” door handles and unique lower front and rear fascia accents, Grigio Chiaro wheel arch and body-side sill moldings, Grigio Chiaro recessed license plate area and lower left and right side reflector surrounds, and larger 17 x 7-inch aluminum wheels with wider 225/45R17 all-season tires. Inside, the Fiat 500L Trekking features a painted instrument panel bezel and a unique two-tone Nero/Marrone (black/brown) interior environment that carries through on its leather-wrapped steering wheel, door and door-panel armrest bolsters, low-back bucket premium cloth seats and floor mats.

The 2014 Fiat 500L Trekking model has a starting U.S. MSRP of $21,195 (plus $800 destination charge).

Fiat 500L Lounge

Tailored for individuals who want their all-new Fiat 500L to reflect their stylish lifestyle and need for premium appointments and convenience technologies, the all-new 2014 Fiat 500L Lounge model adds on to the Fiat 500L Easy model with an innovative Euro Twin Clutch six-speed transmission, 16-inch aluminum wheels, fog lamps, chrome bodyside moldings and mirror caps, dual sun visors with illuminated vanity mirrors, premium vinyl-wrapped instrument panel available in two colors, premium heated leather front seats with power four-way adjust, two-way power driver’s side lumbar, 60/40 split-fold rear seatbacks with segment-exclusive fore-aft adjustment, recline and tumble feature; integrated armrest with cup holders, automatic dual-zone climate control and auto-dimming rear-view mirror with compass.

The 2014 Fiat 500L Lounge model has a starting U.S. MSRP of $24,195 (plus $800 destination charge).

Premier Packages include no-charge technology features and more than $1,700 of added value

During the first year of Fiat 500L production, a no-charge Premier Package will be included with Easy, Trekking and Lounge models. This limited-time launch package will include ParkSense rear-park assist, ParkView rear backup camera and Uconnect 6.5 with a larger 6.5-inch touchscreen and navigation. The Uconnect 6.5 features voice operation of navigation, AM/FM and mobile phones; handsfree phone and Bluetooth-streaming audio, text message reader, personalization settings, premium media hub with SD card reader, auxiliary jack and USB inputs.

For customers that want even more technology on the Fiat 500L Easy and Trekking models, the Premier Package +Beats/SiriusXM is available and adds SiriusXM and Beats Audio studio-quality sound system with six premium speakers, 6.5-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and eight-channel amplifier with Beats Audio digital sound processing (DSP) algorithm.

Light: human-friendly innovations provide a “lightness” to improve the quality of life

The all-new 2014 Fiat 500L is loaded with technology features to make each journey convenient and comfortable while also promoting FIAT brand’s belief 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.

MultiAir

The high-performance 1.4-liter MultiAir Turbo engine features FIAT’s exclusive MultiAir intake valve technology.

Unlike engines that rely on direct action from fixed lobes on the camshaft to control intake valve opening and closing, MultiAir is an electro-hydraulic system that can control intake air, cylinder by cylinder and stroke by stroke, depending on the precise operating conditions and the demands from the driver and engine control system. MultiAir technology on normally aspirated 1.4-liter engines provides up to a 15 percent increase in low engine rpm torque, up to 7.5 percent improvement in fuel efficiency and a 7.5 percent reduction in carbon dioxide emissions.

All-new Uconnect 5.0 and 6.5

The all-new FIAT 500L uniquely showcases Uconnect's distinctive handling of in-vehicle handsfree communication, entertainment and navigation.

The all-new Uconnect 5.0 system features a 5-inch touchscreen that enables handsfree calling via Bluetooth-equipped phones, as well as voice-command control of AM/FM, along with optional SiriusXM Radio, USB media port and navigation system. Compatible smartphones equipped with Bluetooth and Message Access Profile (MAP) can receive text messages and send from a list of 18 pre-defined messages. The system announces receipt of the message, identifies the sender and then "reads" the message aloud.

In addition, digital music can be streamed wirelessly from compatible Bluetooth smartphones or audio players supported by a media hub equipped with auxiliary jack and USB that enables recharging and seamless operation of portable devices. An integrated CD player offers additional media flexibility.

Upping the ante is the available Uconnect 6.5 model with a 6.5-inch touchscreen display, voice operation of AM/FM and standard SiriusXM satellite radio, mobile phones and navigation with intuitive map graphics. Additional features include handsfree calling, text messaging (with MAP compatible phones, check www.UconnectPhone.com for compatibility) and audio streaming via compatible Bluetooth-enabled phones, personalization settings and a premium media hub with USB and Aux ports, as well as SD card reader. Both Uconnect 5.0 and 6.5 systems are available with optional ParkView rear backup camera.

Beats by Dr. Dre audio system

Offering passengers a music experience the way the artist intended, the all-new Fiat 500L offers a segment-exclusive Beats by Dr. Dre audio system. The Beats Audio studio-quality sound system includes six premium speakers, a 6.5-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and an eight-channel amplifier with Beats Audio digital sound processing (DSP) algorithm.

About FIAT Brand

FIAT — Life is Best When Driven. 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 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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