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All-new 2014 Fiat 500L Named to KBB.com's List of "10 Best Back-to-School Cars"

- 2014 Fiat 500L recognized for fuel economy, safety, versatility and value
- KBB.com editors also praised the Fiat 500L's iconic styling and Euro charm, keeping in mind what's cool for school

August 7, 2013, Auburn Hills, Mich. -
Keeping the GPA up in school is challenging enough and the last concern students want to think about is the MPG efficiency of their ride. To make it easier, the editors of KBB.com have developed a list of the "10 Best Back-to-School Cars" and the all-new Fiat 500L delivers high marks in fuel economy, style, versatility and affordability.

"With a loft-like interior, Italian style and innovative technology, our all-new Fiat 500L will strongly appeal to the back-to-school crowd," said Jason Stoicevich, Head of FIAT Brand for North America, Chrysler Group LLC. "Expanding on the charm of the iconic 500, the Fiat 500L adds two more doors and 42 percent more interior space with comfortable accommodations for five passengers, plus numerous personalization options all for under $20,000."

With summer coming to a close and a new school year rapidly approaching, editors of *Kelley Blue Book's* KBB.com,a leading provider of new and used car information, hand selected the all-new Fiat 500L as one of their "10 Best Back-to-School Cars" for the 2013-2014 school year.

" Parents and students alike will be surprised at the variety of amenity-laden, affordable new cars available on our '10 Best Back-to-School Cars' list for 2013," said Jack R. Nerad, executive editorial director for *Kelley Blue Book's* KBB.com.

KBB.com editors also added that the Fiat 500L "packs a stunning amount of space into a tidy package. Throw in Euro charm and easy road manners, and it may be the parents who are begging to drive."

For more information on the all-new Fiat 500L and the rest of the Fiat 500 lineup, please visit www.fiatusa.com.

Information about the "10 Best Back-to-School Cars" for 2013 from *Kelley Blue Book's* KBB.com is available at www.kbb.com/car-reviews-and-news/top-10/best-back-to-school-cars-2013/

About the All-new Fiat 500L
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.

About the All-new Fiat 500L Trekking
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.

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 Fiat 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. 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). This year, the 2013 Fiat 500 was named to the "10 Coolest New Cars Under $18,000" list by *Kelley Blue Book's* KBB.com.

The FIAT brand portfolio in North America continues to expand. In 2013, the FIAT brand launched the high-performance Fiat 500 Abarth Cabrio, the fully-electric Fiat 500e and the Fiat 500L, an all-new five-passenger model that expands FIAT's brand style and efficiency into the growing B-segment.

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