Contact: Bryan Zvibleman

Tom Blattler

Accessorizing the All-New Fiat 500L

Chrysler Group LLC to Offer More Than 100 Mopar Accessories For FIAT's New Model

August 21, 2013, Auburn Hills, Mich. -
The all-new Fiat 500L expands the appeal of the Fiat 500 by offering 42 percent extra interior space with comfortable seating for five. Mopar further expands its appeal by offering more than 100 proven, quality-tested accessories.

"Mopar accessories are made of high-quality materials with seamless fit and function," said Pietro Gorlier, President and CEO of Mopar, Chrysler and Fiat Group's service, parts and customer-care brand. "And they are designed and engineered by the same teams who created this vehicle."

Following are select Mopar accessories for the all-new Fiat 500L. A complete list of Mopar accessories is available at http://www.mopar.com/fiat/500l/2014/

Body-side Graphics: All graphics are made of the highest quality 3M™ material. Available in an array of stand-out designs.

Fender Badges: Declare your loyalty with a fender badge representing Mopar, Canada, Italy, Mexico, or the United States

Chrome Hood Spear: A nod to FIAT brand history in the form of a chrome accent that stands out in front. A direct descendant of the Cinquecento's historic design.

Key Covers: Easily changeable FIAT key covers with the Fiat 500 logo. There are 12 design and color options from which to choose.

Headrest Coat Hanger: Attaches easily to headrest posts and keeps jackets wrinkle-free.

Wheels: Four wheel options are available:

- Cast aluminum 17-inch wheels
- Cast aluminum 17-inch Black Diamond Cut wheels
- Cast aluminum 17-inch Ecoreflex wheels
- Cast aluminum 17-inch White Diamond Cut wheels

Industry-first Electronic Vehicle Tracking System (EVTS): Time is of the essence when tracking a stolen vehicle. Mopar EVTS works 24/7 with nationwide coverage. This GPS-enabled real-time tracking system includes a $1,000 Theft Protection Warranty and is transferable. Optional upgrade plans provide Emergency Service Dispatch and an OnCall on board panic button. Features such as setting speed and distance parameters with text alert, unlimited online tracking and full concierge service are also offered.

Mopar WEB®: Mopar was first to offer customers the ability to make their vehicle a wireless hot spot. This system works with any WiFi-enabled device. Mopar's in-vehicle router receives broadband Internet, allowing passengers to surf the web, social network, look up directions, check e-mail, play online games or download music. No cell cards or software required. Subscription required and sold separately.

Removable Roof Rack Kit: Quickly attaches and detaches. These brushed aluminum bars expand cargo-carrying capacity and accommodate all Mopar sport and cargo carriers.

Roof Top Cargo Carrier: This heavy-duty nylon carrier is weatherproof and secures with four adjustable tie-down straps. Soft-sided for easy storage, it is easy to mount and remove. The system mounts to Removable Roof Rack, which is sold separately.

Receiver-Mount Bike Carrier: Convenient carrier comes in a two-bike style that folds down to allow the vehicle's liftgate to open without having to remove bikes. Clamps, cable and bolt also included.

Roof-Mount Canoe Carrier: Fully adjustable carrier with latching nylon straps holds one canoe and mounts to the Removable Roof Rack, which is sold separately.

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. The Fiat 500L and 500L Trekking models are produced at the Fiat Automobiles Serbia plant in Kragujevac, Serbia.

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 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 million 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.

Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand. With the creation of the industrial alliance between Chrysler Group and Fiat S.p.A., Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as Fiat brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat vehicles – a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps**:first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- **Wi-Fi:** first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging:** first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS):** first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

More than 75 Years of Mopar

Mopar (a simple contraction of the words Motor and PARts) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s – the muscle-car era. The former Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “special parts” for super-stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use. The brand has expanded to include technical service and customer support.

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com