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## **2014 Fiat 500 Models Offer a Unique Combination of Italian Style, Efficiency and Engaging Driving Dynamics at an Incredible Value**

- New Avorio (ivory) accented interior and new sculpted five-spoke 16-inch wheels are available on 2014 Fiat 500 Sport model
- For a customized look, new Hyper Nero (black) 16-inch aluminum wheel is available on Fiat 500 Turbo
- Continuous improvements: revised passenger seat sits 1 inch (25 mm) lower for increased headroom and now offers seat memory and arm rest
- Fuel efficiency: Fiat 500 and 500 Cabrio (500c) models deliver 31 miles per gallon (mpg) city and 40 mpg highway with manual transmission
- Turbocharged: Fiat 500 Turbo features a turbocharged and twin-intercooled 1.4-liter MultiAir Turbo engine for 135 horsepower, 150 lb.-ft. of torque, sport-tuned suspension and aggressive look
- Studio-quality sound: segment-exclusive Beats by Dr. Dre audio system delivers a high-definition music experience the way the artist intended
- Fiat 500 is an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick" and offers more than 35 safety and security features

August 31, 2013, Auburn Hills, Mich. - Beautiful Italian styling combined with timeless functionality, efficient design and innovative technology have been hallmark attributes for the Fiat 500 (Cinquecento) – making it a timeless icon for more than 50 years. And with the multiple varieties, including the Fiat 500 Cabrio (500c) and 500 Turbo models, the Cinquecento continues to provide Americans with a unique combination of style, European handling, technology and personalization options at an incredible value.

### **Continuous improvements to style and functionality**

For 2014, the Fiat 500 Sport model offers a fresh-looking interior environment in new Avorio (ivory). Accenting the Nero (black) interior environment, the Fiat 500 Sport now offers new monotone Avorio cloth sport seats and corresponding instrument panel trim and sport steering wheel. Outside, new five split-spoke 16-inch aluminum wheels with polished (500 Sport) or Hyper Nero (500 Turbo) face feature a more sculptural appearance and a Rosso (red) accented wheel cap that matches the lacquered brake calipers.

In addition, all 2014 Fiat 500 and 500c models include a revised passenger seat that sits 1 inch (25 mm) lower for increased headroom. For even more comfort and convenience, the passenger seat now includes an arm rest, along with seat position memory with the tilt/slide handle.

New colors for the Fiat 500 and 500c lineup include Granito Lucente (granite crystal) and Nero Puro (straight black).

### **Fiat 500 Turbo delivers more performance to the lineup**

For the driving enthusiast who wants a Fiat 500 Sport with more power and performance, the 2014 Fiat 500 Turbo answers the call with a 135-horsepower 1.4-liter MultiAir Turbo engine, dynamic styling, sport-tuned suspension, track-proven brakes and unique sport-styled interior.

The Fiat 500 Turbo features a single turbocharger, twin intercoolers and sport-tuned exhaust to deliver 34 percent more power (135 vs. 101 horsepower) and 53 percent more torque (150 vs. 98 lb.-ft.) compared to the Fiat 500's naturally aspirated 1.4-liter MultiAir engine. In addition, a track-proven C510 five-speed manual transmission offers an intermediate shaft with equal-length half shafts to mitigate torque steer. The 500 Turbo also offers sport-tuned spring

rates, shock tuning and steering calibration, along with a unique lower-control arm for spirited handling.

For a more aggressive appearance, the Fiat 500 Turbo features an aggressively styled front fascia, pushed 2.7 inches (6.9 cm) forward of the Cinquecento's signature "whiskers and logo" face, to accommodate and cool the 1.4-liter MultiAir Turbo engine.

Bolder side skirts and unique 16-inch aluminum wheels — including the new Hyper Nero finished wheel with Nero painted pockets, enhance its iconic Cinquecento shape. At the rear, a liftgate-mounted spoiler extends the roofline, while a black-accented rear diffuser optimizes airflow. For a bolder look, Nero headlamp and tail lamp bezels replace chromed units, while a high-performance brake system features brake calipers lacquered in Rosso paint.

Inside, the Fiat 500 Turbo features sport-styled seating, performance-designed leather-wrapped shift knob and steering wheel accented with Argento (silver) stitching and Grigio/Nero (gray/black) seating and interior environment. For an even more upscale look, heated leather seating in Nero/Nero (black/black) or vivid Rosso/Nero (red/black) is available.

#### **An EPA estimated 40 mpg highway**

For the individual who wants Italian style, personalization options and maximum fuel efficiency, the 2014 Fiat 500 and 500c deliver 31 mile per gallon (mpg) city and 40 mpg highway with the innovative 1.4-liter MultiAir engine and five-speed C514 manual transmission. For a more engaging driving experience, the driver can select the "Sport" mode on the instrument panel, which changes the throttle map for improved engine responsiveness.

The six-speed automatic transmission with driver-selectable gear changes is also available, providing smooth shifting and excellent fuel economy. With the six-speed automatic transmission, the driver can also select "Sport" mode on the instrument panel for a more aggressive shift schedule and a unique throttle map for improved engine responsiveness.

#### **Segment-exclusive Beats by Dr. Dre audio system**

Beats by Dr. Dre audio system offers passengers of the Fiat 500 and 500c models a high-definition music experience the way the artist intended. The Beats Audio studio-quality sound system includes six premium speakers, an 8-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and eight-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm.

#### **Fiat 500 and 500c models**

The amplified 2014 Fiat 500 and 500c models are infused with style, technology and convenience features to make life on the go more personalized and comforting – and with the 500 Turbo, even more thrilling.

#### Fiat 500 and 500c Pop

Designed for the individual who wants Italian style, efficiency and personalization options, the 2014 Fiat 500 and 500c Pop models include a five-speed manual transmission, 15-inch steel wheels with chrome-accented wheel covers and all-season tires, seven standard air bags, air conditioning, AM/FM/CD/MP3 radio with auxiliary audio input, leather-wrapped steering wheel with audio controls, BLUE&ME handsfree communication technology with USB port, eco:Drive application and iPod control capability, power windows, power door locks, power heated mirrors, speed control, chromed exhaust tip and reconfigurable Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty, average fuel economy and tire-pressure monitoring display (TPM).

In addition to the features included on the hatchback model, the Fiat 500c Pop model includes ParkSense rear-park assist, windshield-mounted antennae and a multi-position premium dual-layer power cloth top available in Nero, Bordeaux or Beige with wind deflector and integrated rear spoiler.

#### Fiat 500 Sport

For the enthusiast who demands Italian style with sport-tuned suspension and more convenience features, the 2014 Fiat 500 Sport model encompasses modified springs, shock tuning, steering calibration and exhaust tuning to deliver a more firm ride and responsive handling. The Sport model also includes a manual transmission and (in addition to the Fiat 500 Pop features) distinctively styled front and rear fascias with larger "honeycomb" grilles and flared aerodynamic treatment.

Between its unique 16-inch aluminum wheels with Mineral Gray painted pockets (or new optional 16-inch five split-spoke design with polished face with dark Mineral Gray painted pockets) and all-season tires, the Fiat 500 Sport incorporates unique bodyside sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle's design theme are Rosso painted brake calipers attached to a sport-tuned suspension and fog lamps. Inside, the Fiat 500 Sport features unique sport-styled seating and a sport steering wheel surrounded by a Nero/Grigio (black/gray) or Grigio/Marrone (gray/brown) interior environment and FIAT premium audio system with six premium speakers and 276-watt amplifier. Available heated leather seating in Nero/Nero or vivid Rosso/Nero delivers an upscale look.

#### Fiat 500 and 500c Lounge

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the 2014 Fiat 500 Lounge model features premium amenities (in addition to the Fiat 500 Pop features) including front and rear fascia chromed accents, chrome mirror caps, fog lamps, fixed glass roof, 15-inch cast-aluminum wheels with nine-spoke design and all-season tires, premium cloth seats, leather-wrapped steering wheel with audio controls, SiriusXM Radio, FIAT premium audio system with six premium speakers and 276-watt amplifier and security alarm.

In addition to the features included on the hatchback model, the Fiat 500c Lounge model includes 15-inch cast-aluminum wheels with seven split-spoke design, ParkSense rear park assist, windshield-mounted antennae and a multi-position premium dual-layer power cloth top available in Nero, Bordeaux or Beige with wind deflector and integrated rear spoiler.

#### Fiat 500 Turbo

For the driving enthusiast who loves the 500 Sport's looks but demands more power and performance, the 2014 Fiat 500 Turbo offers a 1.4-liter MultiAir Turbo engine that delivers 135 horsepower, dynamic styling, track-proven brakes and unique sport-styled interior.

The 135-horsepower MultiAir Turbo engine features a single turbocharger, twin intercoolers and sport-tuned exhaust to deliver 34 percent more power (135 vs. 101 horsepower) and 53 percent more torque (150 vs. 98 lb.-ft.) compared to the Fiat 500 Sport's naturally aspirated 1.4-liter MultiAir engine. Additional powertrain upgrades include a track-proven five-speed manual transmission, intermediate shaft with equal-length and larger half shafts and larger constant velocity (CV) joints. Brake performance is improved with semi-metallic brake linings at all four corners and larger 11.1-inch ventilated front rotors (up from 10.1-inch) with unique lower control arm.

Additional exterior enhancements include a performance-designed front fascia with twin "nostrils," Gloss Black headlamp, tail lamp and parking lamp bezels, bolder-styled side skirts, liftgate-mounted spoiler, two-piece rear fascia with black-accented rear diffuser, sport-tuned exhaust and unique 16-inch aluminum wheels with Nero painted pockets. Inside, the Fiat 500 Turbo features sport-styled seating, sport-designed leather-wrapped shift knob and steering wheel accented with Argento stitching and Grigio/Nero seating and interior environment. For an even more upscale look, heated leather seating in Nero/Nero or vivid Rosso/Nero is available.

#### **Fiat's successful small car formula worked then and still works now**

Like the original Cinquecento, the 2014 Fiat 500 and 500c showcase the brand's ingenuity to build world-class small cars that ignite a spirit of the times through simple design, beautiful craftsmanship and timeless value. As a result, the Fiat 500 has continued to surprise and delight customers worldwide for more than 50 years.

Satisfying the individual mobility need for Italians and other Europeans after the Second World War, the original Fiat "Nuova" 500 became a catalyst in 1957 for the country of the "poor but beautiful" to be not quite as poor. With almost 4 million examples produced between 1957 and 1975, the small and efficient Fiat 500 succeeded in providing an affordable, comfortable and reliable transportation solution while helping to ignite Italy's post-war economic recovery.

More than 50 years later, and thanks to its stylistic and modern technological features, the modern Fiat 500 represents the spark of another milestone along the lasting process of expansion. And this is where its history started again.

Reminiscent of the original Cinquecento, the 2014 Fiat 500 builds 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 110 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 performance and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 80 awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year, Best New Engine of 2010 (FIAT MultiAir Turbo) and a 2012 "Recommended Pick" by Consumer Guide.

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