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## **All-new 2017 Fiat 124 Spider Revives Legendary Nameplate with Iconic Italian Styling and Dynamic Driving Experience**

- 2017 Fiat 124 Spider returns nearly 50 years after original introduction
- Revival of roadster continues expansion of FIAT brand in North America
- Delivers iconic Italian style with modern adaptation of original Spider legend
- Powered by turbocharged MultiAir 1.4-liter engine for up to 164 horsepower and 184 lb.-ft. of torque, available with manual or automatic transmission
- Available with an array of safety and security features, plus technologies for added comfort and convenience
- First 124 units will be available as limited-production Prima Edizione Lusso

November 18, 2015, Auburn Hills, Mich. - The all-new 2017 Fiat 124 Spider revives the storied nameplate, bringing its classic Italian styling and performance to a new generation. Paying homage to the original 124 Spider nearly 50 years after its introduction, the 2017 Fiat 124 Spider delivers the ultimate Italian roadster experience with driving excitement, technology and safety combined with iconic Italian design.

“There’s no better way to celebrate 50 years of the Fiat 124 Spider than to bring back this iconic roadster, pairing its Italian styling of the past with all of the modern performance and technology of today,” said Olivier François, Head of FIAT Brand, FCA – Global. “The 124 Spider expands the FIAT family, bringing to market yet another head-turning, fun-to-drive vehicle for our customers.”

### **Engaging driving dynamics through thoughtful engineering**

In North America, the Fiat 124 Spider is available with the proven 1.4-liter MultiAir Turbo four-cylinder engine, the engine’s first application in a rear-wheel-drive vehicle. The engine delivers up to 164 horsepower and 184 lb.-ft. of torque, and is available with a six-speed manual transmission or a six-speed automatic transmission.

The 124 Spider’s suspension uses a double-wishbone layout in front and a multi-link in the rear, specifically tuned for greater stability while braking and turning. Steering is light and responsive with the use of an electric power assist (dual pinion) system.

The steering and suspension setup, lightweight frame, balanced weight distribution and turbocharged engine combine for a dynamic driving experience. Noise vibration and harshness (NVH) enhancements, including an acoustic front windshield and insulation treatments, also help to deliver a refined, quiet ride.

For an open-air driving experience, the Fiat 124 Spider’s soft convertible top is easy to operate and requires minimal force, much like the original Spider’s top.

### **Loaded with safety, security and technology features**

The all-new roadster is available with an array of safety and security features, including adaptive front headlamps, Blind-spot Monitoring, Rear Cross Path detection and ParkView rear backup camera. A high-strength body helps to dissipate energy while optimizing occupant protection.

The Fiat 124 Spider is also available with technology features for added comfort and convenience, including the FIAT Connect 7.0 system with 7-inch touchscreen display, multimedia control, Bluetooth connectivity, heated seats and Keyless Enter ‘n Go.

A Bose premium sound system with nine speakers, including dual headrest speakers, is also available for superior sound quality even with the top down.

### **Design pays homage to past with modern interpretation of styling cues**

The all-new Fiat 124 Spider, designed at Centro Stile in Turin, Italy, borrows cues from the original Spider – widely considered one of Fiat’s most beautiful cars of all time – and reinterprets them for today. The 2017 124 Spider has a timeless low-slung presence, with a classically beautiful bodyside, well-balanced proportions and a sporty cabin-to-hood ratio. Features like the hexagonal upper grille and grille pattern, “power domes” on the front hood and sharp horizontal rear lamps call to mind details of the historic Spider.

The interior is crafted and designed to focus on the occupants, with premium soft-touch materials throughout. Ergonomics were applied to emphasize the driving experience and ensure easy operation of the steering wheel, pedals and shifter while driving.

The 2017 Fiat 124 Spider is available in three trim levels: Classica, Lusso and Abarth. Seven exterior paint colors are available: Rosso Passione (Red Clear Coat), Bianco Gelato (White Clear Coat), Nero Cinema (Jet Black Metallic), Grigio Argento (Gray Metallic), Grigio Moda (Dark Gray Metallic), Bronzo Magnetico (Bronze Metallic) and tri-coat Bianco Perla (Crystal White Pearl).

### **Special edition gives enthusiasts the chance to own one of the first 2017 Fiat 124 Spiders**

To celebrate the return of the classic nameplate, the first 124 vehicles will be offered as a limited-edition Prima Edizione Lusso, as shown at the 2015 Los Angeles Auto Show. Each will be individually numbered with a commemorative badge and available in exclusive Azzurro Italia (Blue) exterior paint with premium leather seats in Saddle. Owners who purchase a Prima Edizione will also receive limited-edition items, including wearables and a poster. For more information about ordering a Fiat 124 Spider Prima Edizione, interested customers can sign up for updates at <http://www.fiatusa.com>.

The all-new Fiat 124 Spider arrives in FIAT studios in North America in summer 2016.

### **About FIAT Brand**

Head-turning Italian design and the ultimate fun-to-drive factor come standard with every FIAT. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Born in Italy and rooted in a rich heritage, the 500 is now sold in more than 100 countries.

In North America, the Fiat 500 was introduced in March 2011 and was soon followed by the Fiat 500c (Cabrio), the high-performance Fiat 500 Abarth and Abarth Cabrio, the fully electric Fiat 500e, the five-passenger Fiat 500L and the all-wheel-drive Fiat 500X crossover. The FIAT brand continued its expansion with the introduction of the Fiat 124 Spider, a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics.

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