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## FIAT Announces Pricing for All-new 2017 124 Spider

- 2017 Fiat 124 Spider is the most affordable turbo-powered convertible in America with a starting price of \$24,995 (MSRP)
- Lineup includes: Classica, \$24,995; Lusso, \$27,495; and Abarth, \$28,195 (MSRP)
- 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 standard proven turbocharged MultiAir 1.4-liter engine for best-in-class 160 horsepower and 184 lb.-ft. of torque on Classica and Lusso; 164 horsepower and 184 lb.-ft. of torque on Abarth, available with six-speed manual or automatic transmission
- EPA fuel economy of 26 city / 35 highway for manual transmission and 25 city / 36 highway for automatic transmission
- Double-wishbone front suspension and rear multi-link suspension with stabilizer bars, 54/46 weight distribution and tuned electric-power steering system for enhanced handling and fuel efficiency
- Available with an array of safety and security features, including Blind-spot Monitoring, Rear Cross Path detection and ParkView rear backup camera
- Technology including passive entry with keyless go, Bluetooth connectivity, heated seats and available FIAT Connect 7.0 with Pandora, Stitcher and Aha
- Available premium Bose nine-speaker audio system
- First 124 units will be available as limited-production Prima Edizione Lusso

April 29, 2016, Auburn Hills, Mich. - The FIAT brand today announced that pricing for its all-new 2017 124 Spider lineup will start at \$24,995 U.S. Manufacturer's Suggested Retail Price (MSRP), not including destination. FIAT's all-new roadster is the lowest-priced turbocharged convertible in America.

The [2017 Fiat 124 Spider](#) revives the storied nameplate, bringing its classic Italian styling and performance to a new generation of vehicles and buyers. 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.

The roadster will come standard 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 best-in-class 160 horsepower and 184 lb.-ft. of torque on Classica and Lusso, 164 horsepower and 184 lb.-ft. of torque on Abarth, and is available with a six-speed manual transmission (26 city / 35 highway) or a six-speed automatic transmission (25 city / 36 highway).

"Our mission at FIAT is to deliver Italian design and heritage in vehicles that are fun to drive," said Olivier Francois, Head of FIAT Brand, FCA – Global. "The all-new 2017 Fiat 124 Spider brings these elements together and comes loaded with open-air fun, stunning Italian design and the proven turbocharged MultiAir 1.4-liter engine."

### Fiat 124 Spider Classica

The Classica model features a dual-tip exhaust, black roll bar finish, and body-color header, side sills and door handles. The vehicle also comes standard with 16-inch alloy wheels, Nero (black) premium cloth seats, halogen

headlamps and LED tail lamps. Inside, soft-touch materials on the instrument panel are highlighted with light silver accents. Not visible are eight points to reduce NVH, including insulation in the instrument panel, center tunnel, convertible top and rear trunk, to name a few.

The Classica is available in six colors: Rosso Passione (red clear coat), Bianco Gelato (white clear coat), Nero Cinema (jet black metallic), Grigio Argento (gray metallic), Grigio Moda (dark gray metallic) and Bronzo Magnetico (bronze metallic).

The all-new 2017 Fiat 124 Spider Classica with a six-speed manual transmission has a U.S. MSRP of \$24,995, plus \$995 destination. The all-new 2017 Fiat 124 Spider Classica with a six-speed automatic transmission is \$26,345, plus \$995 destination.

#### **Fiat 124 Spider Lusso**

The Lusso (“Luxury”) model builds on the Classica, with standard 17-inch alloy wheels, silver-painted A-pillar header and roll-bar cover and dual-tip chrome exhaust. The interior features heated premium leather seats in Nero (black) or Saddle and a leatherette-wrapped cluster brow. The lower instrument panel also is wrapped in leatherette, with Piano Black accents throughout.

The Lusso model is available in seven colors: 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 Bianca Perla (crystal white pearl tri-coat).

The all-new 2017 Fiat 124 Spider Lusso with a six-speed manual transmission has a U.S. MSRP of \$27,495, plus \$995 destination. The all-new 2017 Fiat 124 Spider Lusso with a six-speed automatic transmission has a U.S. MSRP of \$28,845, plus \$995 destination.

#### **Fiat 124 Spider Abarth**

The all-new Fiat 124 Spider Abarth offers a sportier, more responsive driving experience for performance enthusiasts at 164 horsepower. Features include a front and rear Bilstein sport suspension, mechanical limited-slip differential, front strut tower bar, Sport Mode selector and sport-tuned chrome quad-tip exhaust with the world-renowned Abarth sound. Its aggressive appearance comes complete with unique front and rear fascia, 17-inch Gun Metal aluminum wheels, Gun Metal exterior accents and an available hand-painted hood stripe, offering a one-of-a-kind appearance. Other available features include a Brembo braking system and Recaro seats for added sportiness.

The Abarth model is available in five colors: Bianco Gelato (white clear coat), Rosso Passione (red clear coat), Nero Cinema (jet black metallic), Grigio Argento (gray metallic) and tri-coat Bianco Perla (crystal white pearl).

The all-new 2017 Fiat 124 Spider Abarth with a six-speed manual transmission has a U.S. MSRP of \$28,195, plus \$995 destination. The all-new 2017 Fiat 124 Spider Abarth with a six-speed automatic transmission has a U.S. MSRP of \$29,545, plus \$995 destination.

#### **Fiat 124 Spider Prima Edizione Lusso**

To celebrate the return of the classic nameplate, the first 124 vehicles will be offered as a limited-edition Prima Edizione Lusso. Each will be individually numbered with a commemorative badge and available in exclusive Azzurro Italia (Blue) exterior paint with premium leather seats in Saddle. Consumers who purchase a Prima Edizione also will receive limited-edition items, including a leather bag, journal with pen and a poster showcasing original design illustration with vehicle dimensions.

The all-new 2017 Fiat 124 Spider Prima Edizione Lusso has a U.S. MSRP of \$35,000, plus \$995 destination.

#### **About FIAT Brand**

Celebrating its 120th anniversary in 2019, 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.

The FIAT brand now offers standard turbo powertrains that deliver at least 30 mpg across the entire product lineup.

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