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Abarth Track Experience Returns: FIAT Brand's Abarth Models Join Lineup at Legendary Bob Bondurant School of High Performance Driving

- All-new Fiat 124 Spider Abarth and Fiat 500 Abarth join Bondurant's lineup of high-performance vehicles
- All customers who purchase or lease a Fiat 124 Spider Abarth or Fiat 500 Abarth will receive – for no charge – a one-day session of high-performance driving with professional instruction and time on the track as part of the FIAT package
- Non-FIAT owners can purchase racing instruction through Bondurant and experience the high-performance Abarth models on the track
- FIAT and Bondurant will celebrate this partnership with wrapped FIAT vehicles and displays at enthusiast events this month:
    - Woodward Dream Cruise, Detroit, Michigan (Saturday, August 20)
    - Concorso Italiano, Monterey, California (Saturday, August 20)

August 18, 2016, Auburn Hills, Mich. - The FIAT brand is partnering with the legendary Bob Bondurant School of High Performance Driving for an all-new Abarth Track Experience, offering owners and fans of the "small but wicked" Abarth models an opportunity to develop their racing and driving skills.

The Fiat 124 Spider Abarth and the Fiat 500 Abarth will join Bondurant's current lineup of high-performance vehicles as part of the new Fiat Trackside and Road Rally programs, which will be available beginning in November. The 124 Spider Abarth will also be featured in a special race series at Bondurant for Fiat Trackside members.

"We have a great relationship with Bob Bondurant, and extending our partnership is an excellent opportunity to provide FIAT fans with the knowledge, skills and setting they need to fully experience the performance that the Abarth models can deliver," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "The Fiat 124 Spider Abarth and 500 Abarth join the ranks of the high-performance Dodge Charger and Challenger SRT Hellcats and Viper models that are already part of Bondurant's fleet, adding to the 'fun-to-drive' factor and bringing the Abarth name to a new group of performance enthusiasts."

Bondurant's new Fiat Trackside driving program, featuring the 500 Abarth and 124 Spider Abarth, includes an introduction to the FIAT brand and classroom instruction. Guests will then join in instructor-led skid, slalom, auto-cross and team rally cross activities, as well as hot laps. The optional second day "Road Rally" is an all-inclusive program that begins at the Bondurant facility. The 180- to 220-mile rally includes a morning coffee break, followed by an array of scenic Arizona highways and a private lunch before participants return to the Bondurant School.

"We're excited that FIAT will join our team to expand our driving programs," said Bob Bondurant, owner and CEO of Bob Bondurant School of High Performance Driving. "The Fiat 500 Abarth and 124 Spider Abarth will make great additions to our amazing lineup. The capabilities of the Fiat coupe and roadster will give people the chance to get behind the wheel of balanced performance vehicles that are as fun to drive on the track as they are during a daily

commute.”

FIAT customers who purchase or lease a Fiat 124 Spider Abarth or Fiat 500 Abarth have one year from their purchase or lease date to take advantage of the Bob Bondurant School of High Performance Driving opportunity, which is offered at no charge. For more information, to register or to verify whether a particular vehicle qualifies, please visit www.abarthexperience.com.

About the Fiat 124 Spider Abarth

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 design. The 2017 Fiat 124 Spider Abarth features the proven turbocharged 1.4-liter MultiAir four-cylinder engine, delivering 164 horsepower and 184 lb.-ft. of torque. The Abarth-exclusive Sport Mode changes the calibrations of the engine, automatic transmission, electric power steering and dynamic stability control system to ensure a sporty, responsive and performance-oriented driving experience.

A mechanical limited slip differential, featuring a low torque bias ratio, provides improved traction and handling, as well as improved launch performance and power delivery during cornering. The Abarth’s unique sport suspension includes mono-tube Bilstein front and rear shock absorbers for increased traction and more precise handling. The available Brembo braking system with 17-inch alloy wheels offers monoblock aluminum calipers with four pistons, allowing for improved braking.

Pricing for the all-new 2017 Fiat 124 Spider, the most affordable turbo-powered convertible in the U.S., starts at $24, 995 U.S. Manufacturer’s Suggested Retail Price (MSRP), not including destination. The high-performance 124 Spider Abarth starts at $28,195 U.S. MSRP.

About the Fiat 500 Abarth

Building on the excitement of the Fiat 500 (Cinquecento), the Fiat 500 Abarth is designed for track-day enthusiasts and driving purists who want the ultimate high-performance small car with the pedigree of an exclusive Italian exotic. With its 1.4-liter MultiAir Turbo engine, Abarth-tuned suspension and brake systems, race-inspired design, and technology features not traditionally included on a small car, the Fiat 500 Abarth unleashes legendary Italian performance heritage to American streets.

About FIAT Brand

The FIAT brand stands for discovery through passionate self-expression. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is sold in more than 100 countries and is synonymous with modern, simple design blending form, function, technology and a pride of ownership that is genuine.

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 500X crossover. The FIAT brand continues to expand with the introduction of the Fiat 124 Spider, a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics. The all-new Fiat 124 Spider is available at FIAT studios now.

About Bob Bondurant School of High Performance

The Bob Bondurant School of High Performance, which is located in Phoenix, Arizona, is the only purpose-built driver training facility for performance enthusiasts and is the largest driver training of its kind in North America. At the heart of the 60-acre facility is a 1.6-mile, 15-turn multi-configuration track that was designed by Bob Bondurant. The school maintains over 200 race-prepared vehicles, sedans, SUVs and open wheel cars. For more information, visit www.Bondurant.com or call (800) 842-7223.

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