

Contact: Angela Bianche
Bryan Zvibleman

FIAT Brand Introduces New 500X Urbana Edition

- 2017 Fiat 500X Urbana Edition offers a unique, urban look with Miron (Metallic Iron) black-painted exterior and interior elements with copper accents
- Available in four colors: Grigio Graphite (Graphite Gray), Blue Sky Metallic, Bianco Gelato (White Clear Coat) and Nero Cinema (Black Clear Coat)
- 500X Urbana Edition starts at \$24,195 U.S. Manufacturer's Suggested Retail Price (MSRP)
- 500X Urbana Edition will be available in FIAT studios this fall
- Italian-designed, fun-to-drive 2017 Fiat 500X lineup starts at \$19,995 U.S. MSRP and is available in three models – Pop, Trekking and Lounge

September 7, 2017, Auburn Hills, Mich. - The FIAT brand announced today the addition of the Urbana Edition to its Italian-designed, fun-to-drive Fiat 500X lineup, offering customers yet another way to showcase their personality with their FIAT vehicle.

"The Fiat 500X combines iconic Italian style with functionality, performance and all-wheel-drive confidence," said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "The new Fiat 500X Urbana Edition takes our top-selling Trekking trim, best known for its rugged exterior and interior appearance, and adds unique content with black and copper accents to create a fresh new personality option for our customers."

Based on the Fiat 500X Trekking model, the 500X Urbana Edition features Miron black-painted mirror caps, door handles, tail-lamp surrounds, liftgate bezel, fascias, and sill moldings with copper-accented 500X logo. The 18-inch matte black and Miron wheels are also accented with a copper center cap. In addition, black side roof rails and dark headlamp surrounds add to the 500X Urbana Edition's head-turning appearance.

Inside, the 500X Urbana Edition features unique seats with black Castiglio chevron-patterned fabric and copper embroidered 500 logos, a black textured instrument panel with a copper 500 logo, a black-painted center console, and Miron-painted radio and vent bezels.

The Urbana Edition package is available for \$845 on both front-wheel-drive and all-wheel-drive 2017 500X Trekking models, which start at \$23,350 and \$25,250 U.S. MSRP, respectively, excluding destination. Other options and packages may be added to the 500X Urbana Edition, including:

- Advanced Safety Package (\$1,295; featuring auto high-beam headlamps, Blind-spot Monitoring and Rear Cross Path detection systems, Full-speed Forward Collision Warning-Plus, LaneSense Lane Departure Warning-Plus, ParkSense Rear Park Assist and rain-sensitive windshield wipers)
- Popular Equipment Package (\$995; includes Parkview rear backup camera and automatic temperature control air conditioning with dual-zone controls)
- Dual-pane panoramic sunroof and Beats premium audio system (\$995)
- Uconnect 6.5 with navigation (\$875)
- Cold Weather Package (\$450)

The Fiat 500X Urbana Edition will be arriving in FIAT studios this fall.

About Fiat 500X

The 2017 Fiat 500X delivers the Italian design and engaging driving dynamics that are synonymous with the FIAT brand. The 500X offers an advanced all-wheel-drive system, functionality, and a full array of safety, comfort and convenience features. The small crossover features two engine options, an available nine-speed transmission, and an all-wheel-drive system with a disconnecting rear axle for improved fuel efficiency. Loaded with up to 70 advanced safety and security features, the Fiat 500X is available in three trim models and 11 exterior colors to offer the personalization options that FIAT vehicles are known for.

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.

Follow Fiat brand and FCA US news and video on:

Company blog: <http://blog.fcanorthamerica.com>

Media website: <http://media.fcanorthamerica.com>

FIAT brand: www.fiatusa.com

FIAT blog: blog.fiatusa.com

Facebook: www.facebook.com/fiatusa or <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: www.instagram.com/fiatusa or www.instagram.com/FiatChrysler_NA

Twitter: www.twitter.com/fiatusa or www.twitter.com/FiatChrysler_NA

YouTube: www.youtube.com/fiatusa or www.youtube.com/fcanorthamerica

-###-

Additional information and news from FCA US LLC is available at: <http://media.fcanorthamerica.com>