

Contact: Lisa Barrow

FIAT USA to Debut *FIATRide* at the 2012 Washington Auto Show

January 25, 2012, Auburn Hills, Mich. - FIAT USA is bringing a unique and interactive indoor riding experience to consumers attending the 2012 Washington Auto Show, Jan. 26-Feb. 5 at the Walter E. Washington Convention Center, Washington, D.C.

Participants will have a chance to experience the city-friendly proportions and riding qualities of the Fiat 500. Product specialists will drive participants over a variety of surfaces that will demonstrate the handling, agility, suspension, ride comfort and maneuverability of the Fiat 500 in the Hatchback and Cabrio versions.

FIATRide Track location and hours include:

Walter E. Washington Convention Center
801 Mount Vernon Place Northwest
Washington, D.C. 20001

Friday, Jan. 27

Noon – 10 p.m.

Saturday, Jan. 28

10 a.m. – 10 p.m.

Sunday, Jan. 29

10 a.m. – 7 p.m.

Monday, Jan. 30 – Thursday, Feb. 2

Noon – 9 p.m.

Friday, Feb. 3

Noon – 10 p.m.

Saturday, Feb. 4

10 a.m. – 10 p.m.

Sunday, Feb. 5

10 a.m. – 7 p.m.

About the 2012 Fiat 500 models

Building on the attributes that made the original version an icon more than 50 years ago – the 2012 Fiat 500 models provide an entirely new generation of drivers with the best of Italian motoring: craftsmanship, style and safety, combined with fun-to-drive small-car efficiency.

The 2012 Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, seven standard air bags and available TomTom® Navigation with standard BLUE&ME™ Handsfree Communication technology, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, plus a “Top Safety Pick” for 2011 by the Insurance Institute for Highway Safety (IIHS).

Expanding on the qualities that have made the original Fiat 500 (Cinquecento) a timeless and efficient automobile, the new 2012 Fiat 500 Cabrio (500c) adds open-air freedom and even more driving enjoyment. And with its cleverly

designed multi-position power-retractable cloth top and iconic body-side silhouette, the new Fiat 500c delivers style with class-leading interior sound quality.

At local FIAT Studios, customers may choose to personalize their Fiat 500 or 500c with selections that include as many as 14 available exterior paint colors, 14 unique seat color combinations, three models and two interior environments. And to ensure that every new 2012 Fiat 500 will be distinct, a full line of authentic Fiat 500 accessories by Mopar® will offer customers even more personalization possibilities, including unique striping packages, exterior and interior styling accessories and authentic FIAT-styled merchandise.

Offering even more exclusivity and style, the limited-edition 2012 Fiat 500 and 500c by Gucci models arrive at FIAT Studios nationwide this December. For more information, visit www.fiatusa.com/gucci. The high-performance Fiat 500 Abarth will arrive into the U.S. market in the first-half of 2012.

The 2012 Fiat 500 and 500c Pop models have a U.S. MSRP of \$15,500 and \$19,500 respectively (plus \$500 destination).

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