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FIAT Brand Wins “Best Small Convertible” at SAMA Convertible Awards for Third Consecutive Year, 2013 Chrysler 200 Convertible named “Best Full-size Convertible”

June 6, 2013, Auburn Hills, Mich. - The Fiat 500 Abarth Cabrio was recognized as the “Best Small Convertible” during the third annual “Topless in Miami” Convertible Awards on Thursday, June 6, by the Southern Automotive Media Association (SAMA). It is the third time that the FIAT brand has been awarded this honor. The Fiat 500c by Gucci Edition won in 2012, as did the Fiat 500 Cabrio during the inaugural event in 2011.

The Chrysler 200 Convertible was named “Best Full-size Convertible” by the SAMA members. More than 50 journalists attended the third edition of the “Topless in Miami” event.

“We want to thank SAMA for recognizing the FIAT brand for the third consecutive time,” said Jason Stoicevich, Head of FIAT Brand North America. “The Fiat 500 Abarth is the most affordable and fuel-efficient high-performance car in America, and now the Fiat 500 Abarth Cabrio gives you a front-row seat to better hear the raspy signature sound of the Abarth-tuned dual exhausts.”

The new Fiat 500c Abarth combines turbocharged, track-capable performance with a clever open-top design for a high-performance four-passenger cabrio. The car offers a turbocharged and twin-intercooled 1.4-liter MultiAir® Turbo engine with 160 horsepower and 170 lb.-ft. of torque and is mated to a track-proven five-speed manual transmission. The Abarth-tuned performance hardware delivers world-class ride and track-ready durability with a lowered ride height, beefier suspension, larger brakes and wider tires.

With just the push of a button, the Fiat 500c Abarth’s power-operated cloth top retracts up to the rear spoiler during speeds up to a best-in-class 60 mph (a midway point can be chosen by pressing the button anytime in between). Press the roof button again, and the roof will neatly fold all the way open and tuck neatly behind the rear head restraints (up to 50 mph).

“We are truly honored that the members of SAMA have chosen the Chrysler 200 Convertible as the ‘Best Full-size Convertible’ at the third annual ‘Topless in Miami’ Event,” said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. “The Chrysler 200 Convertible is packed with an exceptional level of standard content, exquisite style and a dynamic, open-air driving experience, at a surprising value.”

With clean, sleek lines, the signature Chrysler grille and winged badge, LED light pipe accents in the front projector headlamps, LED taillamps, a well-crafted interior including a one-piece instrument panel, “soft-touch” armrests and instrument panel and premium touch points throughout the vehicle, the 2013 Chrysler 200 Convertible delivers a design with purpose and attainable luxury.

The 2013 Chrysler 200 Convertible is unique as a true mid-size convertible that comfortably seats four adults and has room in the trunk, even when the power top is dropped. Consumers can choose from two automatically latching, power tops, a body-color painted steel, retractable hardtop, or a cloth soft top, both of which can drop with the press of a button on the key fob or the center console inside the car.

Packed with an exceptional level of standard content, exquisite style, safety and a dynamic, open-air driving experience the Chrysler 200 Convertible has a starting U.S. Manufacturer’s Suggested Retail Price of \$27,525 (excluding \$995 destination).

“We are glad that Chrysler and FIAT brands joined us for a third year at our Topless in Miami event,” said Jaime Florez, President of SAMA. “The event continues to grow with more cars entering every year. The distinctive tone

and performance of the Fiat 500 Abarth Cabrio captured the judges' attention and let everyone know that the Italians have arrived. The elegance and craftsmanship of the Chrysler 200 Convertible, plus room for four adults is what tipped the scale in the full-size sedan category."

About the FIAT Brand

The FIAT Brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 80 international awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year and Best New Engine of 2010 (Fiat MultiAir Turbo). In the U.S., the 2012 Fiat 500 was named "Best Buy" in the subcompact category by Consumers Digest and was deemed a "Top Safety Pick" by the influential Insurance Institute for Highway Safety (IIHS).

The FIAT Brand portfolio in North America continues to expand with the arrival of the high-performance Fiat 500 Abarth, Fiat 500 Abarth Cabrio and the Fiat 500 Turbo. In 2013, the FIAT brand will launch the Fiat 500e, a full-electric version of the Fiat 500, and the Fiat 500L, a new 4-door five-passenger model that will expand FIAT's Brand style and efficiency into the growing B-segment.

About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of the Chrysler 200 Sedan and Convertible, or the family room on wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, the fuel-saving Fuel Saver Technology in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology on the Chrysler 200 and Chrysler 200 Convertible.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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