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All-new 2013 Fiat 500e Awarded Northwest Automotive Press Association's First-ever 'Top Electric Vehicle' Pick

- All-new fully electric 2013 Fiat 500e voted "Top Electric Vehicle" at the Northwest Automotive Press Association's first annual "Drive Revolution" green-car competition
- NWAPA members selected the Fiat 500e among the latest Electric Vehicle (EV) competitors during the Drive Revolution event
- 2013 Fiat 500e electrifies the Cinquecento lineup for as low as $20,600 for eligible California residents after federal credits, state incentives and FIAT rebates are included

July 11, 2013, Portland, Ore -
Congregating in the nation's largest concentration of charging stations per capita, the Northwest Automotive Press Association (NWAPA) voted the all-new 2013 Fiat 500e their "Top Electric Vehicle" at the first-annual "Drive Revolution" green-car event in Portland.

With the area's reputation for being a green-vehicle hub, NWAPA members tested 17 of the market's most technologically advanced and fuel efficient models around Portland - including electric cars, plug-in hybrids, and clean-diesel models from both import and domestic manufacturers.

"The Fiat 500e is an electric car with sex appeal," said Bengt Halvorson, Drive Revolution Event Co-chair. "Unlike other electric vehicles, we think the Fiat 500e will lure in a type of buyer that otherwise might not even have considered a plug-in model."

While the Fiat 500e is currently available in California only, NWAPA members see great appeal for this zero-emission, battery-electric Cinquecento (500) for American big-city commuters everywhere.

"We wanted a Fiat 500 that happens to be fully electric," said Jason Stoicevich, Head of Fiat Brand-North America. "NWAPA's Drive Revolution accolade reinforces that our Italian style and engaging dynamics, combined with a fully electric powertrain, have created a zero-emissions Cinquecento that appeals beyond just green car shoppers."

About the Fiat 500e
With its iconic style, world-class dynamics and environmentally responsible zero-emissions design, the all-new 2013 Fiat 500e builds on the Cinquecento legacy, while offering customers a no-compromise electric vehicle (EV) that embodies the FIAT brand's simple, purposeful and fun-to-drive values. The Fiat 500e electrifies the Cinquecento lineup with even more innovation and style, an EPA tested 87 miles of best-in-class driving range and an industry-best 108 per gallon equivalent (MPGe) highway rating of pure battery-electric power. The all-new Fiat 500e is available in the second-quarter of 2013 and is priced at $32,600, which includes a $800 destination charge. However, eligible California residents may be able to purchase the Fiat 500e for as low as $20,600, after federal credits, state incentives and FIAT rebates are included.

About NWAPA
The Northwest Automotive Press Association is a non-profit professional group with membership spanning websites, newspapers, syndicates and trade journals, plus representatives of automotive manufacturers, and related industry professionals. The group presents scholarships supporting journalism students at the University of Washington, Washington State University, the University of Oregon, and Portland State University.

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