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New 2014 Fiat 500e Recharges the Electric Vehicle (EV) Segment with State-of-the-art Innovation, Combined with Italian Style and Performance

- Fiat 500e offers 108 highway MPGe rating and class-leading 87 miles of combined city/highway driving range, with city driving range typically greater than 100 miles
- Unsurpassed frugality with EPA-estimated annual fuel-equivalent cost of $500
- Less than 4 hour recharge time and scored a perfect "10" on two EPA scales that reward vehicles for zero-tailpipe emissions
- Fiat 500e is designed to keep electric vehicle (EV) ownership simple with its familiar no-nonsense design, convenience features, unique “blended braking” and intelligently integrated approach to battery-electric technology
- World-class handling and braking for an EV that adds to the FIAT brand’s lineup of vehicles with highly engaging driving dynamics
- Includes FIAT ePass for 12 rental car days each year when longer distances or a larger vehicle is needed

August 31, 2013, Auburn Hills, Mich. - Designing city-friendly, environmentally responsible and fun-to-drive small cars is what the FIAT brand and its “Simply More” belief stand for. The new 2014 Fiat 500e electrifies the next chapter of the brand’s legacy by embodying the FIAT brand’s simple, purposeful and fun-to-drive values – through iconic style, engaging dynamics and an environmentally responsible zero-emissions design.

State-of-the-art powertrain enables 87 miles of class-leading range

Designed to be a Fiat 500 first and foremost, this no-compromise electric vehicle (EV) builds on the Cinquecento’s successful small-car formula, while adding a liquid heated/cooled battery-electric powertrain that produces 111 horsepower (83 kW) and recharges in less than 4 hours with its 6.6 kW on-board charging module (OBCM) connected to a Level 2 energy source (220 volts).

When put to through its paces, the Environmental Protection Agency (EPA) rated the aerodynamically styled Fiat 500e with a 108 Highway MPGe rating and class-leading 87 miles of combined city and highway driving range. And thanks to this Cinquecento’s regenerative braking system, drivers will typically exceed 100 miles of driving range in the city – all without any tailpipe emissions.

Drives like a Fiat 500 that happens to be electric

Making sure the new 2014 Fiat 500e delivers world-class EV handling and braking performance, engineers designed a unique chassis and suspension for the EV powertrain, while further solidifying the engaging European driving dynamics the FIAT brand and Cinquecento are known for.

Unique in the EV segment is the Fiat 500e’s innovative “blended braking” system. Unlike other EV’s in the market that have an aggressive and unwanted “drag” feeling when lifting off the accelerator pedal, the 2014 Fiat 500e is designed to feel like a regular gasoline-powered Cinquecento, while still immediately regenerating. In most cases, the Fiat 500e uses 100% of its regenerative braking capability all the way down to 8 mph to maximize the vehicle’s efficiency, while enabling longer-life of the brakes. The system also provides a more consistent and confident brake-pedal feel.

A unique lower-body structure design provides packaging and protection for the 2014 Fiat 500e’s battery, while delivering a 10 percent improvement in bending stiffness. In addition, the design change from internal combustion to battery-electric enabled the Fiat 500e to reproportion its weight for a 57/43 (compared to Fiat 500’s 64/36) front-to-

rear weight distribution to improve handling performance. The result is a Cinquecento with a tighter and stiffer feel, and an added sense of confidence and control during higher speed maneuvers.

Efficient and simple retro-futuristic styling
The 2014 Fiat 500e pushes its iconic Italian design forward with its wind-tunnel-sculpted shape and retro-futuristic dot-matrix styled cues for a cutting-edge look. To achieve a 13 percent improvement in aerodynamics (0.311 coefficient of drag (Cd) compared to the Fiat 500 Lounge's 0.359 Cd), the Fiat 500e features eight exterior enhancements developed via more than 140 hours of wind tunnel testing and refinement. The result, a purposeful design that enables this Cinquecento to achieve an additional five miles of range on the highway.

Inside, Fiat 500e fuses retro-futuristic design with unique EV technology elements for an environment comprised of simplicity with innovation. Its unique 7-inch thin-film transistor (TFT) instrument cluster displays full-color picture graphics to illustrate vehicle functions, charge levels and trip summary. In addition, an EV-specific TomTom Navigation unit enables the driver to view the vehicle's charge schedule, range, and power-flow gauges, and can even locate nearby charging stations with real-time availability. Below its instrument panel bezel, the Fiat 500e also includes a uniquely designed electronic shifter with easy-to-use push-button transmission mode selection. For added style, the interior environment is available in Nero (black) or exclusive Steam (white) both highlighted by Arancio Electrico (Electric Orange) to bring even more design character to this Cinquecento.

EV-specific sound-deadening materials enable a 20 percent quieter interior
With 2014 Fiat 500e's electric powertrain, this electrified Cinquecento also includes 13 product-specific improvements aiding in the vehicle's reduction in interior cabin noise while driving. These NVH improvements include:

- Additional mastic patches on floor
- Additional sound-deadening material in rear quarter body cavity
- Additional acoustic pads to wheelhouse liners
- Gasket between the mirror flag and door
- Mirror flag and B-pillar applique foam seals
- Additional 8 mm acoustic pad to rear floor behind rear seats
- Antenna with strakes
- Addition of a carpet mass layer
- Noise absorption pads in front doors
- Isolated engine torque mount
- Improved door glass belt and channel sealing
- Acoustic windshield glass
- Stiffened body structure

FIAT Access provides real-time vehicle information
Keeping passengers of the Fiat 500e connected to vehicle information is the FIAT Access smartphone app (compatible with iPhone and Android) with three years of connected services included that enables real-time vehicle status, manages charging, tracks the driver's energy use, locates the vehicle and nearby charging stations, plans and sends routes to the vehicle and provides text-message and email alerts.

FIAT ePass provides an ownership experience with added flexibility
For those times when a 500e customer needs to drive beyond the vehicle's range or needs the carrying capability of a larger vehicle, the 2014 Fiat 500e provides an alternative transportation plan called the Fiat 500e Pass program.

The FIAT brand and Enterprise Holdings, owner and operator of the Enterprise Rent-A-Car, Alamo Rent-A-Car, and National Car Rental brands, partnered on the Fiat 500e Pass program, which provides purchasers and lessees of a new 500e up to 12 days of alternate transportation each year for the first three years after the date of purchase.

The Fiat 500e Pass program is offered by FIAT exclusively in the U.S. to 500e customers as a standard feature. Through the program 500e customers will have access to vehicles such as the gas-powered Fiat 500, the coming Fiat 500L, the all-new Dodge Dart or the Chrysler 200 mid-size sedan. In addition, customers will have the flexibility to upgrade to a larger vehicle such as a minivan or a pickup truck subject to terms of the program.

The program will be valid at any Enterprise, Alamo or National car rental location throughout the U.S. Enterprise has

more than 6,200 locations in the U.S. making the use of the Fiat 500e Pass easy and convenient for FIAT's customers.

When purchasers of a new 500e enroll in the Fiat 500e Pass program, Enterprise will provide them with an account number. For the first three years after purchase, each unique customer account will be allocated enough credits on the anniversary of their purchase date to provide 12 days of alternate transportation. The Fiat 500e Passes include unlimited mileage on eligible vehicles.

The 500e owner only has to choose an eligible vehicle and the expense of the vehicle including applicable taxes will be covered subject to the terms and conditions of the program. Customers may choose to upgrade to a larger vehicle by utilizing additional credits or by separately paying for the difference.

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