

Contact: Ronald Kiino

Ariel Gavilan

2015 Fiat 500e offers state-of-the-art innovation, combined with Italian style and performance

- Fiat 500e delivers a best-in-class 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
- 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
- 2015 Fiat 500e features two new exterior colors and a redesigned center console
- Includes FIAT ePass for 12 rental car days each year for longer distances or larger vehicle needs

September 2, 2014, Auburn Hills, Mich. - Designing city-friendly, environmentally responsible and fun-to-drive small cars is what the FIAT brand stands for. The 2015 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 through its paces, the aerodynamically styled Fiat 500e was rated with a best-in-class 108 highway MPGe rating and class-leading 87 miles of combined city and highway driving range by the Environmental Protection Agency (EPA). And with the 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

To ensure the 2015 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 EVs in the market that have an aggressive and unwanted “drag” feeling when lifting off the accelerator pedal, the 2015 Fiat 500e is designed to feel like a regular gasoline-powered Cinquecento, while still immediately regenerating. In most cases, the Fiat 500e uses 100 percent 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 2015 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 a front-to-rear weight distribution of 57/43 for improved 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 2015 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 with the Fiat 500 Lounge's 0.359 Cd), the Fiat 500e features eight exterior enhancements developed through 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 that combines 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. New for 2015 is a redesigned center console, with a new cup holder design and an additional, conveniently located USB port that is fully functional and integrated with the radio.

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. These unique interiors can be paired with seven available exterior paint colors, including new Luce Blu (light blue with a pearl finish) and Celeste (light blue).

EV-specific sound-deadening materials enable a 20 percent quieter interior

In addition to the 2015 Fiat 500e's electric powertrain, this Cinquecento also includes 13 product improvements that help to reduce 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), which includes three years of connected services and 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 500e Pass 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 2015 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 Fiat 500L or the Dodge Dart. 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 based on an average standard car rental. The Fiat 500e Pass includes 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.

-###-

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