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2014 Abarth Track Experience Revs Up for Another Round

- Three new stops added to the 2014 Abarth Track Experience to meet increased customer demand
- Abarth Track Experience offers professional driving instruction sessions to Fiat 500 Abarth owners
- Customers learn to enhance their driving skills on the street and track
- Drivers at the fall Abarth Track Experience dates can experience the specially tuned automatic transmission, which is new for 2015

August 19, 2014, Auburn Hills, Mich. - With the addition of three new stops on the 2014 schedule, Fiat 500 Abarth owners will now have more opportunities to develop their driving skills in the one-day Abarth Track Experience.

The 2014 Abarth Track Experience continues this fall with additional stops at Daytona International Speedway in Daytona Beach, Fla.; Lime Rock Park in Lakeville, Conn.; and Auto Club Speedway in Fontana, Calif.

Drivers will pilot cars from a fleet of Abarths provided and put their skills to the test through four driving modules: autocross, head-to-head challenge, driving dynamics and performance drive. Drivers will end their day by riding shotgun as professional drivers push the track-tuned Abarth vehicles to the limit.

“As the Abarth Track Experience becomes more popular, we’re expanding the schedule to ensure more customers have the opportunity to develop their driving skills in a safe track environment,” said Jason Stoicevich, Head of FIAT Brand North America. “Now, with the addition of the specially tuned automatic transmission as an option for the 2015 Fiat 500 Abarth and Abarth Cabrio, we expect even more customers will want to join in the fun.”

The Fiat 500 Abarth’s optional six-speed automatic transmission, new for the 2015 model year, will be available to drivers at the Abarth Track Experience dates in the fall.

To ensure the 2015 Fiat 500 Abarth and Abarth Cabrio remain true to their high-performance and track-ready heritage, the six-speed automatic transmission has been reinforced with more clutch plates and a more robust heat treatment to allow for higher torque capability. The transmission is mated to the track-proven 1.4-liter MultiAir Turbo engine to deliver up to 183 ft.-lb. of torque and 157 horsepower. The exclusive, Abarth-calibrated Sport mode allows for an even more engaged driving experience with special features such as fuel-cut upshifts, rev-matching downshifts, brake-assist downshifts, corner gear hold and fast-off gear hold, as well as a more aggressive pedal map.

The Track Experience registration fee is included in the cost of each Fiat 500 Abarth or Abarth Cabrio. For more information, please visit www.abarthexperience.com.

About the Fiat 500 Abarth and Abarth Cabrio
Faithful to the “small but wicked” saying coined for Karl Abarth’s cars in the 1960s, the 2015 Fiat 500 Abarth and Abarth Cabrio embody the racing traditions that have made it a success on European roadways and racetracks — world-class performance and precision, purposeful and aggressive styling, high power-to-weight ratio and limited-production volume.

Building on the excitement of the Fiat 500 (Cinquecento), the Fiat 500 Abarth and Abarth Cabrio are designed for track-day enthusiasts and driving purists who want the ultimate high-performance small car with the pedigree of an exclusive Italian exotic.

With its 1.4-liter MultiAir® Turbo engine, Abarth-tuned suspension and brake systems, race-inspired design, and technology features not traditionally included on a small car, the 2015 Fiat 500 Abarth and Abarth Cabrio unleash legendary Italian performance heritage to American streets.

FIAT Brand

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the Fiat 500e,the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com

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