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FIAT Brand Announces Kick-Off of 2015 Abarth Track Experience

- The Abarth Track Experience offers professional driving instruction to Fiat 500 Abarth owners
- Participants can learn to maximize their driving skills on the street and track in a one-day session
- Expanded 2015 schedule includes events in California, Texas, Florida, New Jersey, Michigan and Illinois
- Owners can experience the 2015 Fiat 500 Abarth, now available with a specially tuned six-speed automatic transmission

February 6, 2015, Auburn Hills, Mich. - The 2015 Abarth Track Experience begins this month, giving Fiat 500 Abarth owners the opportunity to develop their driving skills in a one-day performance adventure.

Participants 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. They will end their day by riding shotgun as professional drivers push the track-tuned Abarth vehicles to the limit.

“The Abarth Track Experience allows owners to take the fun-to-drive factor of the ‘small but wicked’ Fiat 500 Abarth to new limits,” said Jason Stoicevich, Head of FIAT Brand North America. “With the success of the Abarth Track Experience last year and the popularity of the newly introduced specially tuned automatic transmission option, we’ve added stops this year to ensure more Abarth owners have the opportunity to develop their driving skills in a safe track environment.”

The 2015 Abarth Track Experience begins February 16 at Laguna Seca in Salinas, Calif., with stops throughout the year in Ft. Worth, Texas; Fontana, Calif.; Angleton, Texas; Daytona Beach, Fla.; Englishtown, N.J.; Brooklyn, Mich.; and Joliet, Ill.

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

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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