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With Its Italian Style, City-friendly Efficiency And World-class Safety and Technology Features, The New Fiat 500 Makes Its Way To Its First Chicago Auto Show

- New 2012 Fiat 500 models at the 2011 Chicago Auto Show display contemporary Italian styling, beautiful craftsmanship and city-friendly proportions combined with intelligent adaptations for American roads
- New 1.4-liter engine with state-of-the-art MultiAir[®] technology, invented and patented by Fiat Group, delivers power, fuel efficiency and refinement
- Three models, 14 exterior colors and 14 unique seat color and material combinations will allow customers to configure 'their own' Fiat 500 at www.fiatusa.com
- Starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,500

February 8, 2011, Chicago - Making its first official debut at the 2011 Chicago Auto Show, Fiat North America is showcasing a display of radiating colors with six new Fiat 500 (Cinquecento) models and once historic model. With beautiful Italian styling, timeless functionality, efficient design and innovative technology - the same attributes that made the original version a timeless icon - the new Fiat 500 is relevant for an entirely new generation of drivers.

"With a diverse, young-at-heart community who values self-expression and finds freedom and fun in driving, the Windy City is a key market for the Fiat brand," said Laura Soave, Head of Fiat Brand North America. "With its timeless Italian style, a high level of personalization options, an efficient powertrain that blends engaging driving performance and fuel efficiency, the new 2012 Fiat 500 matches our customers' individuality needs and delivers on their desire to be ecologically responsible at the same time."

Fiat's successful small-car formula worked then and still works now

Like the original Cinquecento, the new 2012 Fiat 500 showcases the Fiat brand's ingenuity to build world-class small cars that ignite a spirit of the times through simple design, beautiful craftsmanship and timeless value. As a result, the Fiat 500 has continued to surprise and delight customers worldwide for more than 50 years.

Modernizing the successful formula from its past, the new Fiat 500 caters to an entirely new generation of Americans who want their vehicle to be as engaging, individualized, ecologically responsible and technologically savvy as they are.

This modern-generation Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger A-segment size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir[®] engine with eco:Drive™ Application, state-of-the-art TomTom[®] Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a driving and ownership experience unlike anything available today. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

Fiat 500 embodies a new vision of technology's role in the achievement of sustainable mobility

Fiat's new world-class 1.4-liter engine with state-of-the-art MultiAir technology powers the 2012 Fiat 500 and reduces emissions while improving fuel economy and power.

Delivering spirited driving and well-suited for the Fiat 500's lightweight design and city-friendly size, Fiat's efficient and responsive 1.4-liter MultiAir in-line four-cylinder engine provides 101 horsepower (75 kW) at 6,500 rpm and 98 lb.-ft. (133 N•m) of torque at 4,000 rpm. When paired with the five-speed manual transmission, the Fiat 500 delivers up to 38 highway mpg and a best-in-class 30 mpg city. And with the all-new six-speed automatic transmission with Auto Stick, the new Fiat 500 delivers 27 mpg in the city and 34 mpg on the highway.

Helping the new Fiat 500 achieve 10 percent greater fuel efficiency and power while decreasing CO2 emissions up to 10 percent compared to engines without the system is the world's first Fully Variable Valve Actuation (FVVA) system on a production engine. Also known as MultiAir, this innovative intake valve system replaces a traditional overhead cam with four hydraulic solenoids for instantaneous air-fuel adjustment at any time in the engine cycle for maximum efficiency and power.

The Fiat 500's eco:Drive Application helps to improve driving efficiency

The new 2012 Fiat 500's state-of-the-art eco:Drive Application demonstrates that an automaker's environmental responsibility should not stop when the car leaves the production line but rather extend into the actual way customers drive their cars.

Fiat's eco:Drive Application collects all necessary data relating to vehicle efficiency and, through the BLUE&ME™ USB port, transmits it on to any USB memory stick. Once the driver plugs the memory stick into his or her personal computer, the system presents the driver with the Fiat 500's detailed environmental performance, including the CO2 emission level for each trip. In addition, Fiat's eco:Drive Application analyzes the driver's style and provides recommendations on how to modify his or her driving style to help reduce fuel consumption and CO2 emissions.

Originated in Europe, Fiat's eco:Drive Application has encouraged drivers to set challenges - CO2 reduction targets for specific journeys or over a set period of time. And as part of a global "eco:Ville" community, the system encourages all drivers to come together and pool their fuel and emissions savings to illustrate how many drivers' individual contributions help the greater good.

New Fiat 500 Pop, Sport and Lounge models

The new 2012 Fiat 500 offers three exciting models infused with style, technology and convenience features to make life on the go more personalized and comforting.

Fiat 500 Pop

Designed for the individual who wants Italian style, efficiency and personalization options, the new 2012 Fiat 500 Pop includes a manual transmission, 15-inch steel wheels with chrome-accented wheel covers and all-season tires, seven standard air bags, air conditioning, AM/FM/CD/MP3 radio with auxiliary audio input, power windows, power door locks, power heated mirrors, speed control and reconfigurable Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty, average fuel economy and tire-pressure monitoring display (TPM).

The U.S. Manufacturer's Suggested Retail Price (MSRP) of the 2012 Fiat 500 Pop is \$15,500 (excluding \$500 destination charge).

Fiat 500 Sport

For the driving enthusiast who demands Italian style with sport-tuned suspension and more convenience features, the new 2012 Fiat 500 Sport model encompasses modified springs, shock tuning, steering calibration and exhaust tuning to deliver a more firm ride and responsive handling. The Sport model also includes a manual transmission and (in addition to the Fiat 500 Pop features) distinctively styled front and rear fascias with larger 'honeycomb' grilles and flared aerodynamic treatment.

Between its unique 16-inch aluminum wheels with Mineral Gray painted pockets and all-season tires, the Fiat 500 Sport incorporates new bodyside sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle's design theme are Performance Red painted brake calipers attached to a sport-tuned suspension, chromed exhaust tip and fog lamps. Inside, the new Fiat 500 Sport features unique sport-styled seating in a Gray/Black interior environment, a BOSE® Energy Efficient Series audio system with six premium speakers and subwoofer, leather-wrapped steering wheel with audio controls, BLUE&ME™ Handsfree Communication technology with USB port, eco:Drive™ Application and iPod control capability.

The U.S. Manufacturer's Suggested Retail Price (MSRP) of the 2012 Fiat 500 Sport is \$17,500 (excluding \$500 destination charge).

Fiat 500 Lounge

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the new 2012 Fiat 500 Lounge model features premium amenities (in addition to the Fiat 500 Pop features) including the all-new six-speed

automatic transmission with driver-selectable gear changes, front- and rear-fascia chromed accents, chrome mirror caps, fog lamps, fixed glass roof, 15-inch aluminum wheels with all-season tires, premium cloth seats, leather-wrapped steering wheel with audio controls, SIRIUS Satellite Radio, BOSE® Energy Efficient Series audio system with six premium speakers and subwoofer, security alarm, BLUE&ME™ Handsfree Communication technology with USB port, eco:Drive™ Application and iPod control capability.

The U.S. Manufacturer's Suggested Retail Price (MSRP) of the 2012 Fiat 500 Lounge is \$19,500 (excluding \$500 destination charge).

Unique style and personalization options

With 14 paint colors available in metallic, non-metallic and premium tri-coat pearl finishes, every new 2012 Fiat 500 will be distinct. In addition, the interior is available in two interior environments (Black or Ivory) with 14 unique seat color and material combinations for an individualized look.

A full line of authentic Fiat 500 accessories by Mopar® will offer customers even more personalization possibilities at their local Fiat dealership, including unique striping packages, exterior and interior styling accessories and authentic Fiat-styled merchandise.

Customers are now able to configure their own Fiat 500 on-line at www.fiatusa.com.

Experience Italian design first-hand at the Chicago Auto Show

The vibrant display of Fiat 500 models will be available to experience starting Thursday, February 10 at the First Look Charity Preview and February 11 through February 20 during public days at the show. For more information on the 2011 Chicago Auto Show information, please visit www.chicagoautoshow.com.

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