

Contact: General Media Inquiries  
Ariel Gavilan

## Abarth Brand Timeline

- **November 15, 1908** – Karl Abarth is born in Vienna, Austria
- **1930** – Starts racing his own hand-built motorcycles. He becomes a five-time European motorcycle champion
- **1939** – A near fatal accident ends his motorcycle racing career
- **1949** – Starts the 'Abarth & C' company producing after market products for production cars as well as performance exhaust systems; wins the Italian 1100 and Formula 2 championships with his first race car ever built (the 204A Roadstar, derived from a Fiat 1100)
- **1955** – The Abarth 750GT is launched
- **1956** – The Fiat Abarth 750, with a body by Bertone, is presented and immediately sets a number of endurance and speed records that same year; two different versions of the same car appear with a Zagato body: Fiat Abarth 750Z agato and Fiat Abarth 750GTZ agato
- **1958** – Creates the Fiat 595 Abarth from a Fiat 500 and with it breaks six international speed records
- **1965** – Fiat 595 Abarth tallies nearly 900 victories over its seven-year run
- **1971** – Abarth is absorbed into Fiat Auto
- **1979** – Karl Abarth dies on October 24
- **2007** – The Abarth brand is relaunched in Europe
- **2011** – The Fiat 500 Abarth is introduced in the U.S.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>