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Fiat 500L to Debut at Geneva Motor Show

February 1, 2012, Auburn Hills, Mich. - The FIAT brand released the first images of the Fiat 500L, an all-new model that expands the appeal of the brand's iconic Fiat 500.

With its Italian design and city-friendly functionality, FIAT's new five-passenger model expands the brand's style and efficiency in the growing B-segment. Making its formal introduction at the Geneva Motor Show on March 6th, the new Fiat 500L — the L stands for 'Large' — will follow the U.S. introduction of the high-performance Fiat 500 Abarth this spring and a full-electric version of the Fiat 500.

The Fiat 500L will be produced at the FIAT plant in Kragujevac, Serbia, and will arrive in the United States in 2013.

About the 2012 Fiat 500 models

Building on the attributes that made the original version an icon more than 50 years ago – the 2012 Fiat 500 models provide an entirely new generation of drivers with the best of Italian motoring: craftsmanship, style and safety, combined with fun-to-drive small-car efficiency.

The 2012 Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, seven standard air bags and available TomTom® Navigation with standard BLUE&ME™ Handsfree Communication technology, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, plus a "Top Safety Pick" for 2011 by the Insurance Institute for Highway Safety (IIHS).

Expanding on the qualities that have made the original Fiat 500 (Cinquecento) a timeless and efficient automobile, the new 2012 Fiat 500 Cabrio (500c) adds open-air freedom and even more driving enjoyment. And with its cleverly designed multi-position power-retractable cloth top and iconic body-side silhouette, the new Fiat 500c delivers style with class-leading interior sound quality.

Offering even more exclusivity and style, the limited-edition 2012 Fiat 500 and 500c by Gucci models arrived at FIAT Studios nationwide in December. For more information, visit www.fiatusa.com/gucci. The high-performance Fiat 500 Abarth will arrive into the U.S. market in the first-half of 2012.

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