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## **New 2012 Fiat 500 Named “Best Car” in *Travel + Leisure’s* Annual Design Awards Issue**

- *Travel + Leisure* Design Awards recognize thoughtful design that improve the travel experience
- New 2012 Fiat 500 models deliver 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, delivers power, fuel efficiency and refinement
- Starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,500

February 14, 2012, Auburn Hills, Mich. - Known for providing its readers with insight into the authentic, the innovative and the irresistible, *Travel + Leisure* named the new 2012 Fiat 500 “Best Car” in its eighth annual “*Travel + Leisure* Design Awards.” The 2012 *Travel + Leisure* Design Awards recognize new products, buildings and destinations that improve the travel experience through thoughtful design.

“The Design Awards jury applauded the Fiat 500 for its effortless combination of compact practicality with a real sense of style, speed, and fun,” said Luke Barr, News Director of *Travel + Leisure*.

The Fiat 500 will be featured in the March issue of *Travel + Leisure* – available on newsstands February 17 and is currently online at <http://www.travelandleisure.com/articles/tl-design-awards>. In addition, the Fiat 500 will be recognized at the *Travel + Leisure* Design Awards event on March 7 at Department in Berlin, Germany.

“We are extremely honored to win the ‘Best Car’ Design Award title from *Travel + Leisure* – as the 2012 Fiat 500 offers a unique combination of Italian design, driving fun and efficiency at an unbeatable value,” said Tim Kuniskis, Head of FIAT Brand North America. “In addition, our open-air Fiat 500 Cabrio, the exclusive 500 and 500c by Gucci models and the high-performance Fiat 500 Abarth provide drivers with the best of Italian style and driving excitement.”

### **About the new 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.

At local FIAT Studios, customers may choose to personalize their Fiat 500 or 500c with selections that include as many as 14 available exterior paint colors, 14 unique seat color combinations, three models and two interior environments. And to ensure that every new 2012 Fiat 500 will be distinct, a full line of authentic Fiat 500 accessories

by Mopar® will offer customers even more personalization possibilities, including unique striping packages, exterior and interior styling accessories and authentic FIAT-styled merchandise.

Offering even more exclusivity and style, the limited-edition 2012 Fiat 500 and 500c by Gucci models arrive at FIAT Studios nationwide this December. For more information, visit [www.fiatusa.com/gucci](http://www.fiatusa.com/gucci).

Arriving into the U.S. market in the first-half of 2012 and building on the excitement of the Cinquecento, the new Fiat 500 Abarth is 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 all-new 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 new 2012 Fiat 500 Abarth unleashes the brand's legendary performance heritage to American streets.

The 2012 Fiat 500 and 500c Pop models have a U.S. MSRP of \$15,500 and \$19,500 respectively (plus \$700 destination).

#### **About the FIAT Brand**

The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is synonymous with modern simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original Cinquecento, the 2012 Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 700,000 Fiat 500 vehicles have been sold in more than 80 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 60 awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year, Best New Engine of 2010 (FIAT MultiAir® Turbo) and a 2012 "Recommended Pick" by Consumer Guide.

#### **About *Travel + Leisure***

With an eye for the authentic, the innovative, and the irresistible, *Travel + Leisure* ([www.travelandleisure.com](http://www.travelandleisure.com), @travandleisure and <http://www.facebook.com/travelandleisure>) fuses expert reporting on culture, food, style and design with stunning photography, transporting readers to the places—and the travel experiences—that matter now. *T+L* the monthly title from American Express Publishing and the long-standing authority in its field, has the largest audience of any travel magazine and is an indispensable guide for global nomads. *Travel + Leisure* has a network of international editions, including *Travel + Leisure Mexico*, *Travel + Leisure Turkey*, *Travel + Leisure China*, *Travel + Leisure South Asia* and *Travel + Leisure Southeast Asia*.

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