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Fiat 500 Cabrio by Gucci Awarded “Best Small Convertible of the Year” at SAMA Convertible Drive

June 14, 2012, Auburn Hills, Mich. - The Fiat 500 Cabrio by Gucci won “Best Small Convertible of the Year” at the “Topless in Miami” event held on June 14 by the Southern Automotive Media Association (SAMA). With exclusive design elements, stylish and functional interior, premium amenities and Gucci insignia, the Fiat 500c by Gucci made itself impossible to ignore by the more than 60 journalists attending this annual event.

“We are honored by SAMA’s recognition, particularly because SAMA members really know everything about cabrios,” said Tim Kuniskis, Head of FIAT Brand North America. “By partnering with Gucci, we brought something truly unique into the marketplace, demonstrating that exquisite Italian style, features and technology could convene in a small-car formula. Proof of this success is that we have almost immediately sold out every single model of this special edition.”

Since its debut during New York Fashion Week (Sept. 8-15), the 2012 Fiat 500 by Gucci has fascinated auto enthusiasts and fashionistas alike. Inspired by neo-classical black-and-white films, the Fiat 500 and 500c by Gucci models are finished in eye-catching pearl-gloss paint. The Black model, with detailing in polished chrome paired with an interior that contrasts sharp black against white, presents a contemporary and racy attitude. The White model, with satin chrome detailing and an ivory and black interior palette, offers a softer, sophisticated look. Both models feature signature Gucci details including, chromed cursive “Gucci” exterior badges, interlocking “GG” hubcaps, two-toned seats with “Guccissima” print and unmistakable Gucci green/red/green web striped seat belts.

“We are glad that FIAT brand is present for a second year at our Topless in Miami event,” said Jaime Florez, President of SAMA. “We had very strong competitors this year, and the Fiat 500c by Gucci captured the judges’ votes by showcasing how chic style and personal transportation can go hand in hand in a formula that only Italy could create.”

About the Fiat 500 and 500c by Gucci

The exclusive Fiat 500 by Gucci models feature several exclusive design elements that highlight the Fiat 500’s iconic silhouette. A signature Gucci green/red/green web stripe runs along the entire bodyside perimeter on the Fiat 500 by Gucci, or across the length of the power-retractable cloth top on the Fiat 500c by Gucci model. Chrome cursive “Gucci” signatures complete the door frames and hatchback, complementing the satin-chrome exterior accents, such as mirrors, door handles and hood spear, which are highlighted in signature diamond black or diamond white pearl-gloss paint. Adding to the vehicle’s sculpted fenders are uniquely designed, retro-inspired 15-inch aluminum wheels with interlocking “GG” hubcaps and brake pads, which have been lacquered in signature Gucci green.

The interior space of the Fiat 500 by Gucci is stylish, yet functional, down to every last detail: chic embroidery, exclusive materials, glossy and satin chromes, the velvety varnish on the “radioboard,” and the two-toned seats in leather with Guccissima print. Premium leather accents are also found on the interior door panels and on the hand-stitched leather-wrapped steering wheel, finished in a two-tone ivory and white combination.

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 800,000 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 80 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.

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