

Contact: General Media Inquiries

Ariel Gavilan

Amplified for 2013, Fiat 500 Lineup Now Delivers Up To 34 Percent More Power, 40 mpg Highway Fuel Efficiency and Beats Audio for Studio-quality Sound

- More power: a new edition to the Fiat 500 family, the 2013 Fiat 500 Turbo features a turbocharged and twin-intercooled 1.4-liter MultiAir® Turbo engine for 135 horsepower, 150 lb.-ft. of torque, sport-tuned suspension and an even more aggressive look
- Greater efficiency: Fiat 500 and 500 Cabrio (500c) now deliver 31 mpg city and 40 mpg highway thanks to a new final-drive gear ratio on the manual transmission
- Studio-quality sound: segment-exclusive Beats by Dr. Dre audio system provides the 2013 Fiat 500 and 500c models with a high-definition music experience the way the artist intended
- More customization: two new exterior colors and the addition of premium leather seating on the Fiat 500 Sport and new 500 Turbo models
- Greater driving enjoyment: manual transmission now standard on Fiat 500 and 500c Lounge models for more driving fun and greater fuel efficiency
- Track-tested performance: 2013 Fiat 500 Abarth is the ultimate high-performance small car with the pedigree of an exclusive Italian exotic
- Fiat 500 is an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick" and offers more than 35 safety and security features to keep passengers connected, comfortable and secure

August 31, 2012, Auburn Hills, Mich. - Beautiful Italian styling combined with timeless functionality, efficient design and innovative technology have been hallmark attributes for the Fiat 500 (Cinquecento) – making it a timeless icon for more than 50 years. And the legendary Cinquecento marks a new chapter in 2013, as the Fiat 500 and 500 Cabrio (500c) lineup have been amplified with the addition of the new Fiat 500 Turbo, delivering 34 percent more power in a more athletically styled package, and the Fiat 500's innovative MultiAir engine now delivering up to 40 mpg highway for even more efficiency and value.

New Fiat 500 Turbo delivers more performance to the lineup

For the driving enthusiast who wants a Fiat 500 Sport with more power and performance, the new 2013 Fiat 500 Turbo answers the call with a new 135-horsepower 1.4-liter MultiAir Turbo engine, dynamic styling, sport-tuned suspension, track-proven brakes and unique sport-styled interior.

Behind its performance-designed front fascia, the new 2013 Fiat 500 Turbo features a single turbocharger, twin intercoolers and sport-tuned exhaust to deliver 34 percent more power (135 vs. 101 horsepower) and 53 percent more torque (150 vs. 98 lb.-ft.) compared to the Fiat 500's naturally aspirated 1.4-liter MultiAir engine.

Developed for high-output applications, the Fiat 500 Turbo is paired to the track-proven C510 five-speed manual transmission with a 3.35 final-drive gear ratio for quick acceleration and faster top speed, while achieving up to 34 mpg highway. In addition, the beefed-up powertrain features an intermediate shaft with equal-length and 23 percent larger (28.1 mm vs. 22.8 mm diameter in the Fiat 500) half shafts to mitigate torque steer. To handle the increased power and torque of the new 1.4-liter MultiAir Turbo engine, larger constant velocity (CV) joints with 53 percent greater torsional strength (2600 N•m vs. 1700 N•m in the Fiat 500) deliver added durability and refinement.

For a more aggressive appearance, the new 2013 Fiat 500 Turbo features a pronounced front fascia, pushed 2.7 inches forward of the Cinquecento's signature "whiskers and logo" face, to accommodate the new 1.4-liter MultiAir Turbo engine. Below, larger openings provide greater engine cooling, while twin "nostrils" are precisely positioned on

both sides of the front fascia to maximize airflow in and out of the two intercoolers (both intercoolers are visible through the “nostril” inlets). Finishing off the front are new Gloss Black headlamps and parking lamp bezels for a more menacing look.

The Fiat 500 Turbo features bolder side skirts to create a more vertical bodyside profile, while enhancing its iconic Cinquecento shape. Behind the unique 16-inch aluminum wheels with Nero (black) painted pockets, the Fiat 500 Turbo features a high-performance brake system with semi-metallic brake linings at all four corners, larger 11.1-inch ventilated front rotors for greater stopping power (up from 10.1-inch) and brake calipers lacquered in Rosso (red) paint. To make sure this Cinquecento properly handles the more powerful engine, the Fiat 500 Turbo features a unique lower control arm and the 500 Sport model’s sport-tuned spring rates, shock tuning and steering calibration.

At the rear, a liftgate-mounted spoiler extends the roofline of the Fiat 500 Turbo and improves the hatchback’s aerodynamic behavior. New taillamps with Gloss Black bezels replace chromed units for a discrete look. Below, the two-piece rear fascia accentuates the road-holding stance of the Fiat 500 Turbo with a black-accented rear diffuser designed to optimize airflow, while a new sport-tuned exhaust provides an enthusiast-desired sound.

Inside, the new Fiat 500 Turbo features sport-styled seating, sport-designed leather-wrapped shift knob and steering wheel accented with Argento (silver) stitching and Grigio/Nero (gray/black) seating and interior environment. For an even more upscale look, heated leather seating in Nero/Nero (black/black) or vivid Rosso/Nero (red/black) is available.

Greater efficiency: Fiat 500 and 500 Cabrio now deliver up to 40 mpg highway

For the individual who wants Italian style, personalization options and even more fuel efficiency, the new 2013 Fiat 500 and 500c now deliver 31 mpg city and 40 mpg highway (up from their 30 mpg city and 38 mpg highway EPA label last year).

Thanks to powertrain optimization, the efficient C514 manual transmission now features a revised final-drive gear ratio from 3.73 to 3.44, which reduces the engine speed during highway driving.

New Beats by Dr. Dre audio system

New for 2013, the segment-exclusive – and first-time-ever in a small car and FIAT automobile – Beats by Dr. Dre audio system offers passengers of the Fiat 500 and 500c models a high-definition music experience the way the artist intended. The Beats Audio studio-quality sound system includes six premium speakers, an 8-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and 8-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm.

New exterior colors, plus leather seating options on Fiat 500 Sport and new 500 Turbo model expand the Cinquecento’s personalization options

With 15 paint colors including new Luce Blu (light blue) and Verde Azzurro (blue green), metallic, non-metallic and two premium tri-coat pearl finishes – and three available cabrio cloth top colors – every new 2013 Fiat 500 and 500c will be distinct on the road. In addition, the interior is available in two interior environments (Black or Ivory) with up to 15 unique seat color and material combinations for an individualized look.

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

Manual transmission delivers added performance and fuel efficiency to Fiat 500 and 500c Lounge models

The 2013 Fiat 500 and 500c Lounge models now feature the five-speed manual transmission, allowing these two Cinquecento models to deliver up to 40 mpg highway and quicker off-the-line acceleration. For more engaging driving, the driver can select the “Sport” mode on the instrument panel to unleash a more aggressive throttle map for improved engine responsiveness.

The six-speed automatic transmission with driver-selectable gear changes is available and provides smooth shifting and excellent fuel economy. With the six-speed automatic transmission, the driver can also select “Sport” mode on the instrument panel for quicker gear changes, a unique throttle map for improved engine responsiveness and the ability to hold each gear for longer periods near the redline.

2013 Fiat 500 Abarth: the ultimate high-performance small car with the pedigree of an exclusive Italian exotic

Faithful to the “small but wicked” saying coined for Karl Abarth’s cars in the 1960s, the 2013 Fiat 500 Abarth embodies the racing traditions that have made it a success on European roadways and racetracks — world-class performance and precision, purposeful and aggressive styling, high power-to-weight ratio and limited-production volume.

Building on the excitement of the 2013 Fiat 500 (Cinquecento), the 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 160 horsepower 1.4-liter MultiAir Turbo engine, Abarth-tuned suspension and track-proven brake systems, race-inspired design, and technology features not traditionally included on a small car, the 2013 Fiat 500 Abarth unleashes the brand’s legendary performance heritage to American streets.

New 2013 Fiat 500 and 500c models

The amplified 2013 Fiat 500 and 500c models are infused with style, technology and convenience features to make life on the go more personalized and comforting – and with the 500 Turbo, even more thrilling.

Fiat 500 and 500c Pop

Designed for the individual who wants Italian style, efficiency and personalization options, the 2013 Fiat 500 and 500c Pop models include a five-speed 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, leather-wrapped steering wheel with audio controls, BLUE&ME handsfree communication technology with USB port, eco:Drive Application and iPod control capability, power windows, power door locks, power heated mirrors, speed control, chromed exhaust tip and reconfigurable Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty, average fuel economy and tire-pressure monitoring display (TPM).

In addition to the features included on the hatchback model, the Fiat 500c Pop model includes ParkSense rear park assist, windshield-mounted antennae and a multi-position premium dual-layer power cloth top available in Nero (black), Bordeaux or Beige with wind deflector and integrated rear spoiler.

Fiat 500 Sport

For the enthusiast who demands Italian style with sport-tuned suspension and more convenience features, the 2013 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 unique bodyside sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle’s design theme are Rosso painted brake calipers attached to a sport-tuned suspension and fog lamps. Inside, the new Fiat 500 Sport features unique sport-styled seating and a sport-steering wheel surrounded by a Nero/Grigio (black/gray) or Grigio/Marrone (gray/brown) interior environment and FIAT premium audio system with six premium speakers and 276-watt amplifier. New for 2013, available heated leather seating in Nero/Nero (black/black) or vivid Rosso/Nero (red/black) delivers an upscale look.

Fiat 500 and 500c Lounge

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the 2013 Fiat 500 Lounge model features premium amenities (in addition to the Fiat 500 Pop features) including front- and rear-fascia chromed accents, chrome mirror caps, fog lamps, fixed glass roof, 15-inch cast-aluminum wheels with nine-spoke design and all-season tires, premium cloth seats, leather-wrapped steering wheel with audio controls, SiriusXM Radio, FIAT premium audio system with six premium speakers and 276-watt amplifier and security alarm.

In addition to the features included on the hatchback model, the Fiat 500c Lounge model includes 15-inch cast-aluminum wheels with seven split-spoke design, ParkSense rear park assist, windshield-mounted antennae and a multi-position premium dual-layer power cloth top available in Nero (black), Bordeaux or Beige with wind deflector and

integrated rear spoiler.

Fiat 500 Turbo

For the driving enthusiast who loves the 500 Sport's looks but demands more power and performance, the 2013 Fiat 500 Turbo offers a new 1.4-liter MultiAir Turbo engine that delivers 135 horsepower, dynamic styling, track-proven brakes and unique sport-styled interior.

The new 135 horsepower MultiAir Turbo engine features a single turbocharger, twin intercoolers and sport-tuned exhaust to deliver 34 percent more power (135 vs. 101 horsepower) and 53 percent more torque (150 vs. 98 lb.-ft.) compared to the Fiat 500 Sport's naturally aspirated 1.4-liter MultiAir engine. Additional powertrain upgrades include a track-proven five-speed manual transmission, intermediate shaft with equal-length and larger half shafts and larger constant velocity (CV) joints. Brake performance is improved with semi-metallic brake linings at all four corners and larger 11.1-inch ventilated front rotors (up from 10.1-inch) with unique lower control arm.

Additional exterior enhancements include a performance-designed front fascia with twin "nostrils," Gloss Black headlamp, taillamp and parking lamp bezels, bolder-styled side skirts, liftgate-mounted spoiler, two-piece rear fascia with black-accented rear diffuser, sport-tuned exhaust and unique 16-inch aluminum wheels with Nero (black) painted pockets. Inside, the new Fiat 500 Turbo features sport-styled seating, sport-designed leather-wrapped shift knob and steering wheel accented with Argento (silver) stitching, Grigio/Nero (gray/black) seating and interior environment. For an even more upscale look, heated leather seating in Nero/Nero (black/black) or vivid Rosso/Nero (red/black) is available.

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

Like the original Cinquecento, the 2013 Fiat 500 showcases the 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.

Satisfying the individual mobility need for Italians and other Europeans after the Second World War, the original Fiat "Nuova" 500 became a catalyst in 1957 for the country of the "poor but beautiful" to be not quite as poor. With almost 4 million examples produced between 1957 and 1975, the small and efficient Fiat 500 succeeded in providing an affordable, comfortable and reliable transportation solution, while helping to ignite Italy's post-war economic recovery.

More than 50 years later, and thanks to its stylistic and modern technological features, the new Fiat 500 represents the spark of another milestone along the lasting process of expansion. And this is where history starts again.

Reminiscent of the original Cinquecento, the 2013 Fiat 500 builds 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 performance 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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