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FIAT Brand to Introduce Two Special Edition Vehicles at Miami International Auto Show

- Two new special editions expand the appeal of the Fiat 500 and the Fiat 500L with unique exterior and interior features
- Fiat 500 Ribelle highlights the rebellious side of the Fiat 500, with Rosso (red) and Nero Puro (Gloss Black) exterior accents
- Fiat 500L Urbana Trekking features unique Matte Nero (black) accents and six exterior paint colors

November 7, 2014, Auburn Hills, Mich. - The FIAT brand continues to showcase the multiple personalities of the FIAT lineup with two special edition models that will debut this month at the 2014 Miami International Auto Show: the Fiat 500 Ribelle and the Fiat 500L Urbana Trekking. The models are based on the Fiat 500 Pop and the Fiat 500L Trekking, demonstrating the potential for personalization and self-expression with FIAT vehicles.

“As the FIAT brand continues to expand its presence in North America, we are always looking for opportunities to enhance the personality of our vehicles,” said Jason Stoicevich, Head of FIAT Brand for North America, Chrysler Group LLC. “Personalization and self-expression is part of who we are as a brand, and the Fiat 500 Ribelle and the Fiat 500L Urbana showcase that so well.”

At the Miami International Auto Show, the FIAT brand will also display the full lineup to highlight updates for the 2015 model year, including an advanced instrument panel with a 7-inch cluster display for the Fiat 500 line, and automatic transmission options for the high-performance Fiat 500 Abarth and the five-passenger Fiat 500L.

Fiat 500 Ribelle

The 2015 Fiat 500 Ribelle shows its rebellious nature with a Rosso (red) roof, spoiler and mirror caps, complemented by Nero Puro (Gloss Black) headlamp and tail lamp bezels and Nero-painted wheels with Rosso wheel caps. The Ribelle is available in four exterior paint colors: Bianco (white), Billet Argento (Billet Silver), Grigio (gray) and Nero Puro.

Inside, the Fiat 500 Ribelle is available with either Grigio/Nero or Grigio/Rosso interior environments.

The limited-production 2015 Fiat 500 Ribelle will be available in studios in December and starts at \$17,395 U.S. Manufacturer’s Suggested Retail Price (MSRP) (not including destination).

Fiat 500L Urbana Trekking

The 2015 Fiat 500L Urbana Trekking is outfitted for the city streets with Matte Nero exterior mirrors and bezels on the front and rear fascia, side sills and body-side molding.

To take on the urban terrain, the 500L Urbana Trekking features 17-inch wheels painted Matte Nero. Matte Nero details are complemented by Satin Chrome door handles, tail lamp bezels and accents on the front and rear fascia.

Six glossy exterior paint colors are available, including Verde Bosco Perla (Forest Green Pearl), Rosso Perla (Deep Lava Red), Giallo (yellow), Bianco (white), Grigio Scuro (Gray Metallic) and Blue Tornado, paired with a Nero (black) roof. The 500L Urbana Trekking on display at the 2014 Miami International Auto Show was designed especially for the show and will include a unique Matte Grigio Chiaro body and a Matte Nero roof that will not be available on production models.

Inside, the 500L Urbana Trekking features a Nero leather steering wheel, leatherette door bolsters and cloth seats. The instrument panel features a Nero Puro bezel for those vehicles with glossy exterior paints and a Matte Grigio bezel for those with Matte Grigio Chiaro exterior paint.

For a high-definition music experience, the segment-exclusive Beats Audio system is standard, and includes six premium speakers, a 6.5-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and eight-channel amplifier with Beats Audio's proprietary digital sound processing (DSP) algorithm. The Fiat 500L Urbana Trekking also comes standard with SiriusXM Radio.

The 2015 Fiat 500L Urbana Trekking will be available in studios in the first quarter of 2015. Pricing for this well-equipped limited-production model starts at \$22,795 U.S. MSRP (not including destination).

FIAT Brand

FIAT brand celebrates more than 120 years as an automaker and some things haven't changed. Head-turning Italian design and the ultimate fun-to-drive factor come standard with every FIAT.

In early 2024, FIAT brand will launch the globally popular Fiat 500e, the first Stellantis battery-electric-vehicle offering in North America.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com

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