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FIAT Introduces New Fiat 500 1957 Edition Cabrio

- FIAT brand builds on the success of the Fiat 500 1957 Edition with the addition of a cabrio version
- 2015 Fiat 500c 1957 Edition offers vintage Italian styling with open-air driving excitement, starting at \$24,700 U.S. MSRP
- Limited-production model builds on the Fiat 500's storied past with unique exterior and interior design elements
- Novel exterior appearance, three classic exterior colors, 1957-era body-color wheel design and vintage "FIAT" emblems pay homage to the historic Fiat Nuova 500

April 13, 2015, Auburn Hills, Mich. - Just in time for the spring and summer top-down driving season, the FIAT brand today introduced the new Fiat 500 1957 Edition Cabrio.

The FIAT brand continues to celebrate the storied past of the historic Nuova 500 with the addition of a cabrio version of the popular Fiat 500 1957 Edition, which was introduced in 2014. The Fiat 500c 1957 Edition features a premium dual-layer power-operated cloth top – a contemporary solution to the famous canvas roof on the original Cinquecento – designed to deliver all-season driving pleasure with the top up or down.

"We continue to expand the FIAT lineup," said Jason Stoicevich, Head of FIAT Brand for North America. "The Fiat 500 1957 Edition celebrates the spirit of the original 1957 Nuova 500, and with the arrival of a cabrio version, we are adding open-air fun to the iconic Italian-designed Fiat 500 1957 Edition."

Pricing for the well-equipped limited-production model starts at \$24,700 U.S. MSRP, just \$1,900 more than a base Fiat 500c Lounge. The Fiat 500c 1957 Edition is available for orders now and will arrive at studios this spring.

With just the push of a button, the Fiat 500c 1957 Edition's power-operated cloth top retracts up to the rear spoiler during speeds up to a best-in-class 60 mph (a midway point may be chosen by pressing the button anytime between). Press the roof button again, and the roof will neatly fold all the way open and tuck neatly behind the rear head restraints (up to 50 mph).

The power cloth top offers even more technology. When the liftgate is opened for trunk access, the power-operated cloth top automatically retracts back to the rear-spoiler position to avoid any obstruction.

Now available as either a hatchback or a cabrio, the 2015 Fiat 500 1957 Edition includes a sport-tuned suspension for improved handling, 16-inch forged aluminum wheels with a retro body-color design, throwback "FIAT" badging and a premium Marrone (brown) and Avorio (ivory) leather interior. The model is available in three classic exterior colors: Bianco (white), Verde Chiaro (light green) and exclusive Celeste (celestial blue).

About the Fiat 500 1957 Edition

There's a romance about Italian cars, brands, fashion and design that make goods from this artisan nation among the most coveted around the globe. Since 1957, the Fiat 500 has embodied all four, empowering the Cinquecento to become one of the most iconic automobiles of all time. Nearly 60 years later, and with sales in more than 100 countries, the Fiat 500 1957 Edition commemorates its roots in uniquely crafted detail.

Based on the Fiat 500 Lounge model, the 1957 Edition enhances its iconic silhouette with a vintage look, thanks to classic exterior colors for this limited-edition Cinquecento, including Bianco (white), Verde Chiaro (light green) or Celeste (celestial blue). Inspired by the 1957 Fiat "Nuova" Cinquecento, an exclusive 16-inch retro wheel design

features a wide chromed lip, body-color accent and large center cap with historic "FIAT" emblem. For improved handling, a sport-tuned suspension and all-season performance tires are standard. Completing the look are throwback "FIAT" badges on the front fascia and rear liftgate.

Continuing the 1957 Edition's vintage look is an Avorio (ivory) interior environment contrasted by premium Marrone (brown) leather seats. Avorio accent stitching vertically crosses the seatbacks and seat cushions, while detailed stitching at the perimeter adds to the Cinquecento's craftsmanship. For added contrast, Grigio (grey) door panels feature a unique Avorio inner panel, while Marrone door armrests and shift boot (with manual transmission) are color-keyed to the leather seats for a harmonious look. An exclusive Avorio leather-wrapped steering wheel is hand-stitched with Marrone leather on the "inner ring," and features a retro "FIAT" badge, illustrating how the FIAT brand takes craftsmanship to heart. Adding to the historic theme is a uniquely styled key fob with Marrone casing and Avorio-painted "1957" graphic. For driving enjoyment, the six-speaker and 276-watt FIAT premium audio system with SiriusXM Radio is also included.

The Fiat 500 1957 Edition features the innovative 1.4-liter MultiAir engine and C514 five-speed manual transmission, delivering an EPA estimated 31 miles per gallon (mpg) city and 40 mpg highway. With all FIAT products, engaging dynamics are essential, and the 1957 Edition includes a driver-selectable "Sport" mode on the instrument panel to unleash a more aggressive throttle map. Additionally, an optional six-speed automatic transmission with driver-selectable gear changes is also available. In Sport mode, the automatic transmission offers a more aggressive shift schedule and throttle map for improved engine responsiveness.

About the historic Fiat Nuova 500

The Nuova 500 was the fruit of a strategy designed to develop and revamp Fiat's product range, embarked upon by the company during World War II. While the city of Turin was still being targeted by Allied air raids, and the company's Mirafiori offices were occupied by German troops, Vittorio Valletta, Fiat Managing Director and later company Chairman (after the death of Fiat's founder Giovanni Agnelli), asked Dante Giacosa to start thinking of new cars that could go into production after the war. The result would be the Cinquecento, an automobile that delivered on its mission to provide efficient and affordable mobility during Italy's period of rebuilding and economic recovery.

The Fiat Nuova 500 was "the right car at the right time," and on July 4, 1957, the hatchback marked the rebirth of FIAT and its product range. Exactly 3,893,294 examples of the historic Cinquecento were built between 1957 and 1975, helping to provide an attainable car for Italians and numerous other Europeans. After 18 years of production, the last Fiat Nuova 500 was built on August 4, 1975, at the SicilFiat plant in Termini Imerese (Palermo, Sicily).

For more historic Fiat 500 information, please visit:

<http://media.fcanorthamerica.com/newsrelease.do?id=9707&mid=&searchresult>

FIAT Brand

FIAT brand celebrates its 120th anniversary. For more than a century, some things haven't changed. Head-turning Italian design and the ultimate fun-to-drive factor come standard with every FIAT.

FIAT is the only brand in the industry to offer standard turbo powertrains that deliver at least 30 mpg across its entire product lineup. The all-turbo lineup includes the all-wheel-drive Fiat 500X compact crossover, the Fiat 124 Spider roadster and the five-passenger Fiat 500L utility vehicle. 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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