

Contact: Jordan Wasyluk
Bryan Zvibleman

FIAT Brings Back 500 1957 Edition

- Back by popular demand, the Fiat 500 1957 Edition celebrates iconic Italian style and fun-to-drive dynamics inspired by the original [1957 Fiat Nuova 500](#)
- 1957 Edition available in hatchback and cabrio configurations with 1.4-liter MultiAir Turbo engine, which is now standard across the entire Fiat 500 lineup and delivers 135 horsepower and 150 lb.-ft. of torque
- Based on Lounge model, which starts at a U.S. manufacturer's suggested retail price (MSRP) of \$19,745, the 1957 Edition package for the Fiat 500 is available for \$995
- The 500 1957 Edition includes:
 - Three new 16-inch retro-inspired wheel options (White, Green or Blue)
 - Exterior highlights with vintage elements, such as retro fascia with bright inserts and retro FIAT badging, retro Ivory door-trim panels, White exterior mirrors, two-toned paint with White roof on hatchback models and Black soft top on cabrio models
 - Three retro-inspired paint colors: Celeste Blue (Retro Light Blue), Chiaro (Light Green) and Bianco Ice (White)
 - Elegant interior features with Italian style: Ivory door-trim panels and Marrone leather shift boot, Avorio/Marrone leather-wrapped steering wheel and retro "FIAT" badge
- Fiat 500 is available in three models: Pop, Lounge and the high-performance Abarth
- Fiat 500 starts at \$16,245 MSRP – the most affordable turbocharged vehicle in the United States
- New Fiat 500 1957 Edition arrives in FIAT studios this fall

September 26, 2018, Auburn Hills, Mich. - Celebrating its legendary past, the FIAT brand announced today the new Fiat 500 1957 Edition in both hatchback and cabrio configurations – last available for the 2016 model year. The 1957 Edition highlights the spirit, romance and culture of the FIAT brand by paying homage to the original [1957 Nuova Cinquecento](#) (New 500).

“Our Italian-designed, fun-to-drive Fiat 500 comes standard with turbocharged power,” said Steve Beahm, Head of Passenger Car Brands – Dodge, SRT, Chrysler and Fiat, FCA – North America. “The 1957 Edition offers a fun, custom appearance for the iconic Fiat 500.”

Based on the Fiat 500 Lounge model, the 1957 Edition complements its updated iconic silhouette with a vintage look. Consumers will have a choice of three new 16-inch retro-inspired wheel options (White, Green or Blue). Other highlights include a retro fascia with bright inserts and retro FIAT badging. Additional exterior touches include retro Ivory door-trim panels, White exterior mirrors, two-toned paint with a White roof on hatchback models, a Black soft top on cabrio models, and three retro-inspired paint colors: Celeste Blue (Retro Light Blue), Chiaro (Light Green) and Bianco Ice (White).

Continuing the 1957 Edition's vintage look is an Avorio (Ivory) interior environment contrasted with premium Marrone (Brown) leather seats. Avorio accent stitching vertically crosses seatbacks and seat cushions, while detailed stitching at the perimeter underscores the Cinquecento's craftsmanship.

The retro theme continues with Ivory door-trim panels and a Marrone leather shift boot (with manual transmission)

that are color-keyed to the leather seats for a harmonious look. An Avorio/Marrone leather-wrapped steering wheel is hand-stitched with Marrone leather on the "inner ring" and features a retro "FIAT" badge. Adding to the retro theme is a uniquely styled key fob.

The Fiat 500 1957 Edition model comes with the standard 1.4-liter MultiAir Turbo engine, which features a single turbocharger, twin intercoolers and a sport-tuned exhaust, and delivers 135 horsepower and 150 lb.-ft. of torque – 34 more standard horsepower than the previous model. The MultiAir Turbo engine is paired with a five-speed manual transmission as standard and is available with a six-speed automatic transmission.

Similar to all FIAT vehicles, engaging dynamics are essential, and the 1957 Edition includes a driver-selectable "Sport" mode on the instrument panel to unleash a more aggressive driving experience. In Sport mode, the automatic transmission offers a more aggressive shift schedule and throttle map for improved engine responsiveness.

The Fiat 500 1957 Edition package is available for a U.S. manufacturer's suggested retail price (MSRP) of \$995 and will be available in FIAT studios this fall.

About the Fiat 500

Fiat is the only brand in North America to offer turbocharged engines standard on every model. The distinctive and iconic Fiat 500 is the most affordable turbo car available in the United States, starting at \$16,245 MSRP. The vehicle's 1.4-liter MultiAir Turbo engine delivers 135 horsepower and 150 lb.-ft. of torque. Since its initial launch in 2007, more than 1 million Fiat 500 vehicles have been sold in more than 110 countries. The model's popularity is the result of the Fiat 500's ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine performance and passenger comfort. In addition to success on the global sales front, the Fiat 500 has earned more than 80 international awards.

Building on the excitement of the 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 1.4-liter MultiAir Turbo engine that delivers up to 160 horsepower and 183 lb.-ft. of torque, Abarth-tuned suspension and brake systems, race-inspired design, and technology features not traditionally included on a small car, the Fiat 500 Abarth unleashes legendary Italian performance heritage to American streets.

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 [The Fiat 500: An Icon of Our Time](#) press release.

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

Follow Fiat and company news and video on:

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Fiat brand: www.fiatusa.com

Fiat blog: blog.fiatusa.com

Facebook: www.facebook.com/fiatusa

Instagram: www.instagram.com/fiatusa

Twitter: www.twitter.com/fiatusa or [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: www.youtube.com/fiatusa or <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>