

Contact: Jordan Wasyluk
Bryan Zvibleman

FIAT Introduces New 2019 Fiat 500L Urbana Edition

- Fiat 500L Urbana Edition offers new standard features for the 2019 model year
- Available on Trekking models, 500L Urbana Edition offers a unique blackout appearance with standard 17-inch gloss black aluminum wheels plus Miron-black accents on door handles, body-side moldings, fog lamps, side mirrors and fascias
- Interior features include black leather seats with copper stitching plus a unique dashboard with an ingrained copper 500 logo
- Available in five exterior paint colors: Black, Bronzo Metallizzato (bronze), Bianco (white), Grigio Scuro (gray) and Verde Bosco (green); four of which are available with an optional contrasting black roof
- With a starting U.S. MSRP of \$21,910, Fiat 500L is available in three models – Pop, Trekking, Lounge
 - Urbana Edition is available for \$595 MSRP on the well-equipped Trekking model, which has a starting MSRP of \$23,325
- 2019 Fiat 500L Urbana Edition arrives in FIAT studios this spring

February 20, 2019, Auburn Hills, Mich. - The Fiat brand announced today the return of the popular Urbana Edition for the [Fiat 500L](#) with new standard features for 2019 that add further customization choices and style on top of contemporary Italian design.

“Our Italian-designed, fun-to-drive Fiat 500L offers best-in-class standard horsepower and torque along with the ultimate in seating and storage configurations,” said Steve Beahm, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “The Fiat 500L Urbana Edition goes further with new standard features that add even more personalization options for a standout appearance.”

2019 Fiat 500L Urbana Edition

Adding a custom and unique look to 2019 Fiat 500L Trekking models, the Urbana Edition includes unique exterior features, including standard 17-inch gloss black aluminum wheels plus Miron-black accents on door handles, body-side moldings, fog lamps, side mirrors and fascias.

Five exterior paint colors are available with the 2019 Fiat 500L Urbana Edition: Black, Bronzo Metallizzato (bronze), Bianco (white), Grigio Scuro (gray), and Verde Bosco (green). An available contrasting black roof further complements its distinctive Italian color palette.

Interior touches further highlight a custom appearance with eye-catching features, including black leather seats with copper stitching plus a unique dashboard with an ingrained copper 500 logo that ups the ante in the fun-to-drive environment.

With a starting U.S. MSRP of \$23,325 for Trekking models, the 500L Urbana Edition is available for an additional \$595 MSRP.

The Fiat 500L Urbana Edition arrives in FIAT studios this spring.

About Fiat 500L

Building on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon, the 2019 Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five

in three models, Pop, Trekking and Lounge, engaging driving dynamics and a 160-horsepower 1.4-liter MultiAir Turbo engine, all wrapped in contemporary Italian design.

FIAT Brand

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

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>