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FCA Canada: 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, black roof, 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 colours: Black, Bronzo Metallizzato (bronze), Bianco (white), Grigio Scuro (gray) and Verde Bosco (green)
- With a starting Canadian MSRP of \$25,495, Fiat 500L is available in three models – Sport, Trekking, Lounge
 - Urbana Edition is available for \$595 MSRP on the well-equipped Trekking model which has a starting MSRP of \$27,995
- 2019 Fiat 500L Urbana Edition arrives in FIAT studios this spring

February 20, 2019, Windsor, Ontario - 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, black roof plus Miron-black accents on door handles, body-side moldings, fog lamps, side mirrors and fascias.

Five exterior paint colours are available with the 2019 Fiat 500L Urbana Edition: Black, Bronzo Metallizzato (bronze), Bianco (white), Grigio Scuro (gray) and Verde Bosco (green). A standard contrasting black roof further complements its distinctive Italian colour 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 Canadian MRSP of \$27,995 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 the 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 per cent extra interior space with comfortable seating for five in three models – Sport, Trekking and Lounge, engaging driving dynamics and a 160-horsepower 1.4-litre MultiAir Turbo engine, all wrapped in contemporary Italian design.

About FIAT Brand

Head-turning Italian design and the ultimate fun-to-drive factor come standard with every FIAT. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Born in Italy and rooted in a rich heritage, the 500 is sold in more than 100 countries.

In North America, the Fiat 500 was introduced in March 2011 and was soon followed by the Fiat 500c (Cabrio), the high-performance Fiat 500 Abarth and Abarth Cabrio, the five-passenger Fiat 500L, and the all-wheel-drive Fiat 500X crossover. The FIAT brand continued its expansion with the introduction of the Fiat 124 Spider, a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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