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## **CANADA: FIAT Brand Debuts all-new 2024 Fiat 500e for North America — 100 Per Cent Electric, 100 Per Cent Italian**

- The Fiat 500e is a new icon, part of a 124-year-old brand, born to deliver mobility, joy and style in a BEV in a way that only FIAT can
- Stellantis' first BEV in North America combines the love of an iconic brand with a sustainable mission
- FIAT (500e)<sup>RED</sup> is the first drop of the 2024 Fiat 500e collection
- Video reveal of 2024 FIAT (500e)<sup>RED</sup> available at fiatcanada.com
- Friendly, intuitive and fun to drive with no need for instructions, the new 500e delivers purity in motion with 162 lb.-ft. of torque and an estimated 240 kilometres (149 miles) of range
- FIAT 500e features 85 kW of fast-charge capability with 50 kilometres (31 miles) of range after only five minutes of charging and 80% battery capacity in just 35 minutes
- The only vehicle that “sings,” infusing Italian culture into every driving experience
- At just over 1,361 kilograms (3,000 pounds), the Fiat 500e is the lightest passenger BEV in the segment
- The new 500e offers in-car technology that builds on the award-winning Uconnect 5 system with unique FIAT features and content
- The car is a clear expression of form following function, a logical and economical use of materials, and a belief that quality design should be accessible to all
- A Level 2 Free2Move home charger box system is available to purchase through Mopar
- Proven in Europe, the 500e is a benchmark city car evolving in an environment with limited space
- Fiat 500e is in the top five for BEV sales globally with 42 awards and over 1 billion zero-emission kilometres driven in Europe
- Fiat 500e is part of the company's Dare Forward 2030 plan to be 50% EV sales in North America and 100% EV sales in Europe by 2030
- Fiat 500e will initially be available at dealerships in British Columbia and Quebec, then expand to other markets as production ramps up
- Canadian manufacturer's suggested retail price is \$39,995, not including destination
- 500e is positioned to optimize government EV rebate eligibility with up to \$5,000 in federal rebates and up to \$7,000 in provincial rebates

December 6, 2023, Windsor, Ontario - It's official. FIAT is electrifying North America with its sustainable mobility mission. The brand debuted the 2024 Fiat (500e)<sup>RED</sup> as the first Fiat 500e product drop for North America virtually with a video reveal, featuring Olivier Francois, CEO of FIAT and global chief marketing officer of Stellantis, and Bono, lead singer of U2 and co-founder of ONE and (RED), to commemorate World AIDS Day, which took place Friday, December 1.

An all-new, all-electric take on the FIAT brand's most storied and iconic model, the two-door fully electric 500e will arrive on this side of the Atlantic as the first battery-electric vehicle (BEV) offering from Stellantis. The lightest passenger BEV in the market, 500e boasts an estimated range of 240 kilometers (149 miles), enabled by a 42-KWh battery with a Level 2 (11-kW) charge time of six hours. BEV capability combined with quintessential design cues

make it unmistakably FIAT, with style and sustainability at its core. The Fiat 500e will initially be available at dealerships in British Columbia and Quebec, then will expand to other markets as production ramps up.

“FIAT is taking on BEVs in a way only the Italian brand can, combining ‘La Dolce Vita’ spirit of an icon with a mission of sustainability and zero emissions,” said Olivier Francois, FIAT CEO and global CMO Stellantis. “The 2024 500e is a modern, tech-forward take on a beloved classic, delivering a host of new safety features, while remaining fun to drive and true to its roots. Try not to smile when you drive this car.”

The Fiat 500e is a completely new, four-seat, battery-electric vehicle with a dedicated BEV platform. Wider and longer than the previous ICE model, it is powered by a 42-kWh, high-voltage, lithium-ion battery system, resulting in improved interior space and storage, and an estimated all-electric range of 240 kilometers (149 miles). Perfectly proportioned with optimized weight and aerodynamics, the Fiat 500e is the ideal urban commuter, brimming with coolness and charm while delivering its sustainable mission.

### **Design**

On the outside, the 500e has a noticeably present stance while remaining true to the historic lines that have made the 500 an icon. Larger dimensions give drivers a confident vista of the road ahead. The exterior features new front and rear LED lighting, e-latch aero door handles, and an updated front grille to give the vehicle a fresh yet elegant appearance. These features combine fashion and function, as they contribute to improved aerodynamics, which increases the electric range. The 500e stands on brilliant, 17-inch diamond-cut wheels for a bold, dynamic presentation.

Inside, every square-inch has been thoughtfully designed for a modern interpretation of the timeless Italian style. FIAT enthusiasts will immediately recognize the dashboard insert, rounded cluster and two-spoke steering wheel an homage to the original 1957 500. Classic meets contemporary with a 10.25-inch centre screen with Uconnect 5 services combined with a 7-inch full digital cluster for a harmonious user experience. Customers also have more storage available with a newly designed centre console and door panels, giving drivers all the space needed to carry daily essentials. The seats feature a fresh design as well with six-way driver’s seat adjustability, including height adjustment for an improved driving position, and heated front seats for driver and passenger comfort. All seating offers thoughtful use of recycled materials.

### **The BEV Experience**

The Fiat 500e is friendly, exceptionally intuitive and fun to drive with no need for instructions. Welcoming passengers with a digital melody, the 500e sets the tone for an immersive Italian experience. In addition, the Acoustic Vehicle Alert System (AVAS) ‘sings’ to pedestrians with a song titled, “The Sound of 500,” authored by Flavio Ibba-Marco Gualdi. The exclusive melody gives a taste of Italian culture during the first moments of every drive. On the road, the 500e boasts 117 horsepower and 162 lb.-ft. of torque, reaching 0-60 miles per hour in 8.5 seconds, providing excellent performance while managing range.

Three drive modes are available with the Fiat 500e to suit any driving style:

- Normal – This mode closely resembles familiar driving characteristics, like the coasting experience of an internal combustion engine
- Range – Activates one-pedal-drive function, which optimizes regenerative braking to capture more energy when off-throttle
- Sherpa – Maximizes energy efficiency to ensure the driver reaches their inputted destination or the nearest charging station. This mode adjusts various parameters, such as limiting the vehicle top speed to 80 km/h (50 mph) and reducing power from 87 kW to 57 kW. Full throttle delivers full power if requested

The 500e features one-pedal driving, an experience unique to BEVs. This uses the electric motor and regenerative braking to provide stop and go function using only the accelerator pedal. This feature also provides greater capture of energy that would normally be lost and uses the electricity later for propulsion, which is ideal for low-speed, urban traffic. The technology pairs with E-coasting and the management of vehicle deceleration to further increase energy efficiency. Finally, cabin preconditioning allows drivers to begin a journey with a climatized cabin while still plugged in. This feature brings the 500e cabin temperature to a chosen level without depleting the initial state of charge, ensuring comfort is never compromised for efficiency.

A Level 2 Free2Move home charger box system is available to purchase through Mopar. Free2Move is Stellantis’

360-degree ecosystem delivering seamless charging and energy management to address all electric-vehicle customer needs.

The 500e handily tackles the common concern of charge time using a Level 3 85-kW fast charger system. Five minutes of charge time translates to a range of up to 50 kilometers (31 miles), more than what's needed for average daily use. The 500e includes an 11-kW AC-DC on-board charger and a combo 1 socket for easy charging at home or on the road, which can be scheduled ahead of time through Uconnect or the Fiat Connect mobile app. Estimated charge time from 0% to 80% is approximately 35 minutes with an 85-kW DC Fast charge, while estimated time from 0% to 100% is six hours with a Level 2 (11-kW) charging station.

### **Technology**

Fiat 500e comes equipped with standard safety features, such as automatic emergency braking, Pedestrian Alert and Lane Keep Assist, giving drivers great confidence to navigate busy urban traffic with ease.

At just over 1,361 kilograms (3,000 pounds), the FIAT 500e is the lightest passenger BEV in the segment. Battery materials, capacity use and battery durability are key to electric vehicles, and the FIAT 500e is an effective balance of capability, range and battery size. This efficient application of rare materials in a four-passenger vehicle assists in the goal of sustainable transportation, significantly reducing the overall carbon footprint.

### **Uconnect 5**

Uconnect 5 builds upon a well-established, intuitive user experience (UX) and third-party recognition with Android's automotive operating software and faster processing speeds. The system features an exclusive and customizable home screen that allows quick access to frequently used features with one-touch operation. Uconnect also expands Alexa Home to Car functionality to include in-vehicle Alexa virtual assistant with natural voice and "Hey Fiat" wake-up word capability. Wireless Apple CarPlay, wireless Android Auto and wireless smartphone charging make connecting and sharing easy, while simultaneous dual-phone connectivity allows greater flexibility with passengers. Uconnect 5 features Firmware Over The Air (FOTA) capability to seamlessly load improved software updates to the vehicle. These improvements and others in the Uconnect system software, strategy and hardware help reduce distracted driving.

### **2024 Lineup**

FIAT is beginning the introduction of the Fiat 500e to North America with one effortlessly chic model, the (RED) Edition. FIAT has partnered with (RED) to introduce the coolest, most ethical car in urban mobility, with features like red-painted exterior mirrors, LED headlamps and front grille details, all sitting on 17-inch diamond-cut alloy wheels. Inside, a striking red dashboard is the focal point. Available exterior colours include Tuxedo Black, Glacier White and Red by (RED). Every time a (RED) product is purchased, it triggers a donation to the Global Fund to support life-saving prevention and treatment programs in communities most in need.

The Canadian Manufacturer's Suggested Retail Price is \$39,995, not including \$2,095 destination, with availability in early 2024 at dealerships in Quebec and British Columbia. The 500e is positioned to optimize government EV rebate eligibility with up to \$5,000 in federal rebates and up to \$7,000 in provincial rebates.

### **Product Drop**

As part of its innovative marketing plan, FIAT is the first automotive brand to incorporate a "product drop" strategy to create buzz, cultivate customer loyalty and, ultimately, appeal.

The product drop strategy involves the creation of different variants of the 500e to keep the vehicle fresh and interesting. Each model will be "dropped," meaning released at a particular time, in a limited quantity, similar to successful initiatives carried out in the fashion apparel industry.

### **Global Presence, Electric History**

Fiat 500e is new to North America, but has already been making an impact around the world. It has already won 42 awards and is the best-selling small car in Europe. In fact, it was named the most environmentally friendly electric car on the market by Green NCAP, an independent initiative that promotes the development of cars that are clean, energy efficient and cause as little harm to the environment as possible.

FIAT is a storied brand with a 124-year history. Head-turning Italian design and the ultimate fun-to-drive factor are

what the globally renowned brand has come to be known for, but its message of sustainable mobility has also been decades in the making. In 1974, the Fiat X 1/23, a compact two-seater electric vehicle, made its debut as the perfect city car, far ahead of its time.

The design ingenuity prompted FIAT to experiment with different battery technologies over the years and led to production of the Fiat Panda Elettra in 1990, the world's first electric car mass produced by a major international carmaker. Since then, FIAT has been perfecting battery-electric technology balanced with design and drivability to bring forth the ultimate city car, today's 500e.

The Fiat 500e is built at the Mirafiori Assembly Plant in Turin, Italy, and will be available in Stellantis Quebec and British Columbia showrooms starting in early 2024.

**(RED)**

Founded by Bono & Bobby Shriver in 2006 to fight AIDS, (RED) partners with the world's most iconic brands and people to create products and experiences that raise money, heat and urgency for global health crises. Every action you take with (RED) saves lives. All money generated by (RED) goes to the Global Fund, one of the world's largest funders of global health.

To date, (RED) has generated over \$750 million for the Global Fund, helping more than 245 million people. (RED) funding supports life-saving programs that empower health workers and provide testing, treatment and care in places where injustice has enabled pandemics to thrive.

**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.

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](http://www.stellantis.com).

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