

Contact: Daniela Ferro  
LouAnn Gosselin

## Be Mine: FIAT Launches Canadian Customer Reservation System for 500e

- Customers in British Columbia and Quebec can now reserve a Fiat 500e online at FiatCanada.com, selecting a participating dealership to work with when vehicles arrive
- FIAT 500e is Canada's lowest 2024 MSRP all-electric vehicle and is eligible for up to \$5,000 in federal and up to \$7,000 in provincial EV rebates
- Friendly, intuitive and fun to drive, the new 500e delivers purity in motion with 162 lb.-ft. of torque and an estimated range of up to 240 kilometres
- FIAT 500e features 85 kW of fast-charge capability with 50 kilometres of range after only five minutes of charging and 80% battery capacity in just 35 minutes
- At just over 1,361 kilograms, 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
- Launch of reservation system coincides with multi-faceted marketing campaign targeting Canadian consumers in Quebec and British Columbia
- The 500e will be available in showrooms by Spring 2024

February 14, 2024, Windsor, Ontario - Looking for the perfect match? FIAT Canada announced today the opening of its online reservation system for the all-new, all-electric (500e)<sup>RED</sup>, allowing customers to be among the first to reserve their very own Fiat 500e.

The 500e is Canada's lowest 2024 model year MSRP electric vehicle (EV) with a starting price of \$42,190 (\$39,995 MSRP plus additional fees) and offers an estimated range of up to 240 kilometers (149 miles), enabled by a 42 kilowatt-hour (kWh) battery with a Level 2 (11-kW) charge time of six hours (30 amp). BEV capability combined with quintessential design cues make it unmistakably FIAT, with style and sustainability at its core.

"We're thrilled that Canadian FIAT enthusiasts can now reserve their all-electric 500e online," said Aamir Ahmed, Head of FIAT – North America. "We've seen a lot of excitement for our dealer-fulfilled digital model in the U.S. already; it is a simple, straightforward process that brings you one step closer to owning a BEV that is friendly, fun to drive, and will surely leave a smile on your face."

Introduced for North America in December 2023, the 500e is an all-electric take on the FIAT brand's most storied and iconic model. The two-door fully electric 500e is soon arriving on this side of the Atlantic, as the first battery-electric vehicle (BEV) offering from Stellantis.

The Fiat 500e will initially be available at dealerships in British Columbia and Quebec, then will expand to other markets as production ramps up. It is positioned to optimize stackable government EV rebate eligibility with up to \$5,000 in federal rebates and up to \$7,000 in provincial rebates.

Customers can visit FiatCanada.com to reserve their 500e starting today. The Fiat 500e is built at the Mirafiori Assembly Plant in Turin, Italy, and will be available in Stellantis Quebec and British Columbia showrooms by Spring 2024.

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

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