

One-millionth Fiat 500 Rolls Off the Production Line

- The “nuova” Fiat 500 continues its legacy, now reaching 1 million production units thanks to global production
- Sold in more than 100 countries around the world, the FIAT brand's icon of Italian style boasts more than 500,000 ways to personalize, making it difficult to find two that are identical
- With more than 80 worldwide accolades to date, the Cinquecento (500) continues to earn major awards in its segment while delivering product innovation at a relentless pace
- Since the Cinquecento's success story began on July 4, 2007, in Turin, Italy, it has reached record market share and top sales volumes in Europe while growing eight consecutive months in the United States and reaching more than 70,000 units since its introduction into the North American market

November 18, 2012, Auburn Hills, Mich. - The one-millionth Fiat 500 has rolled off the Fiat Auto Poland production line. Since its re-launch in 2007, the iconic Cinquecento (500) has been sold in more than 100 countries around the world – from Italy to Brazil, South Africa to Japan, and the United States to the Middle East – while also being produced in Toluca, Mexico, since 2011.

The one-millionth Fiat 500 is a Lounge model ‘dressed’ in elegant three-layer Bianco Perla (white pearl) exterior paint. This, like every Cinquecento, is a unique car. In fact, thanks to more than 500,000 possible combinations of exterior colors, interiors, engines, equipment and accessories, it is difficult to find two identical Fiat 500 vehicles.

Always a great player on the international markets, the Fiat 500 has its very own tailored model range in North America that, for 2013, has been amplified to deliver even more excitement through fun-to-drive performance, personalization options and world-class efficiency.

Fiat 500 Abarth

Building on the excitement of the Fiat 500, the Fiat 500 Abarth is designed for track-day enthusiasts and driving purists who want the ultimate high-performance small car with the personality of an exclusive Italian exotic.

With its all-new 1.4-liter MultiAir Turbo engine that delivers 160 horsepower, Abarth-tuned suspension and brake system, race-inspired design and technology features not traditionally included on a small car, the new Fiat 500 Abarth unleashes the brand's legendary performance heritage to American streets.

Like the European model, the Fiat 500 Abarth is designed, engineered and tested to deliver the high-performance driving and enduring capabilities needed for track use.

New 2013 Fiat 500 and 500c Models

The amplified 2013 Fiat 500 and 500 Cabrio (500c) models are infused with style, technology and convenience features to make life on the go more personalized and comforting – and with the Fiat 500 Turbo, even more thrilling.

The Fiat 500 Turbo hits the sweet spot between the Fiat 500 Sport and the track-ready Fiat 500 Abarth, and is aimed at those customers who demand more power and performance than a regular Fiat 500. Featuring a 1.4-liter MultiAir Turbo engine that delivers 135 horsepower, along with dynamic styling, track-proven brakes and unique sport-styled interior, the Fiat 500 Turbo offers additional exterior enhancements including Gloss Black headlamp, taillamp and parking lamp bezels and unique 16-inch aluminum wheels with Nero (black) painted pockets. Inside, the new Fiat 500 Turbo features sport-styled seating, sport-designed leather-wrapped shift knob and steering wheel accented with Argento (silver) stitching.

Greater Efficiency and New Beats by Dr. Dre Audio System

Thanks to powertrain optimization, the new 2013 Fiat 500 and 500c equipped with the efficient C514 manual transmission now deliver 31 mpg city and 40 mpg highway (up from their 30 mpg city and 38 mpg highway EPA label last year).

Also new for 2013, the segment-exclusive – and first-time-ever in a small car and FIAT automobile – Beats by Dr. Dre audio system offers passengers of the Fiat 500 and 500c models a high-definition music experience the way the artist intended. The Beats Audio studio-quality sound system includes six premium speakers, an 8-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and 8-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm.

The FIAT brand's product momentum in the U.S. will continue with the introduction in 2013 of the all-new Fiat 500e, a full electric version of the Fiat 500, and the all-new Fiat 500L – the L stands for 'Large' – a five-passenger five-door vehicle that will expand the appeal of the Fiat 500 into the B segment.

About FIAT Brand

The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the Fiat 500 is synonymous with modern simple design blending form, function and a pride of ownership that is genuine.

In the U.S., a total of 36,462 units of the Fiat 500 have been sold in 2012 to date, an increase of almost 130 percent versus 2011 figures. The Fiat 500 broke eight consecutive sales records and, in only the first half of this year, Fiat 500 sales in the U.S. have surpassed sales during all of 2011. Since its introduction in 2011, the Fiat 500 has sold almost 73,000 units in the North American market.

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