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## **Arriving This June: All-new 2014 Fiat 500L Expands the FIAT Brand's Product Lineup and its Commitment to Innovative and Value-loaded Italian Cars**

- All-new 2014 Fiat 500L arrives to FIAT studios this June with a starting price of \$19,100 and four value-loaded models
- No-charge Premier Package on 500L Easy, Trekking and Lounge models
- All-new Fiat 500L expands the appeal of the iconic 500, while adding two more doors, accommodations for five passengers, best-in-class interior volume (120.1 cu. ft.) and advanced European technology

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Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for nearly 57 years, the all-new 2014 Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics and a 160-horsepower 1.4-liter MultiAir Turbo engine with two fuel-saving, six-speed transmissions. All this comfort and technology is wrapped in contemporary Italian design with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$19,100 (plus \$800 destination).

"The all-new Fiat 500L expands the reach of the FIAT brand in North America, appealing to customers who like the contemporary Italian style of the Fiat 500 but need more space and functionality to match their lifestyle needs," said Jason Stoicevich, Head of FIAT Brand North America, Chrysler Group LLC. "The Fiat 500L offers the whole package, with best-in-class interior space, class-leading horsepower, exclusive technology features and the style that only Italians can create."

### **Value-loaded Models**

Leveraging the style, technology, efficiency and convenience features that made the modern Fiat 500 an international success, the all-new 2014 Fiat 500L builds upon these attributes through four exciting models.

#### Fiat 500L Pop

Designed for customers who want Italian style, versatility, efficiency and personalization options, the all-new 2014 Fiat 500L Pop includes a 1.4-liter MultiAir Turbo engine with six-speed manual transmission, premium Koni frequency selective damping (FSD) front struts and rear shock absorbers, bi-halogen headlamps with daytime running lamps, 16-inch chrome-accented wheel covers, all-season tires, stainless-steel exhaust tip, black exterior mirrors with driver- and passenger-side spotter mirrors; heat, air conditioning, power lock and windows with one-touch up/down, cruise control, body-color instrument panel, six speakers, Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty, average fuel economy and tire-pressure monitoring (TPM) display; steering wheel controls, six-way cloth seats with driver and front-passenger height adjust, 60/40 split-fold rear seatbacks with segment-exclusive fore-aft adjustment, recline and tumble/slide feature; tilt and telescoping steering column, 12-volt console and auxiliary power outlets, multi-position cargo area trunk panel, cap-less fuel-filler door, floor mats, interior observation mirror and dual sun visors with vanity mirrors.

In addition, the Fiat 500L Pop includes the innovative Uconnect 5.0 with its 5-inch touchscreen display, radio voice commands, handsfree phone, Bluetooth-audio streaming, text message reader, personalization settings and media hub (USB and auxiliary ports) for seamless integration of portable devices. Safety features include seven standard air bags, reactive front head restraints, vehicle theft security alarm, child seat anchor system and electronic stability control (ESC) with Hill-start Assist.

The 2014 Fiat 500L Pop model has a starting U.S. MSRP of \$19,100 (plus \$800 destination charge).

### Fiat 500L Easy

Providing customers with versatility and efficiency and even more style and comfort features, the all-new 2014 Fiat 500L Easy takes the Fiat 500L Pop model and adds standard 16-inch aluminum wheels, deep-tint rear glass, body-color exterior mirror caps, front-seat center console with armrest, leather-wrapped square-in-circle designed steering wheel, premium leather-wrapped shift knob with chrome accent, vinyl-wrapped instrument panel available in three colors, unique cloth seat fabric and six-speaker FIAT premium audio system with 520-watt amplifier.

The 2014 Fiat 500L Easy model has a starting U.S. MSRP of \$20,195 (plus \$800 destination charge).

### Fiat 500L Trekking

For customers who want the perfect blend of rugged styling and versatility to match their active lifestyle, the all-new 2014 Fiat 500L Trekking adds to the Fiat 500L Easy model with aggressively designed two-piece front and rear fascias with Grigio Chiaro (graphite) inserts, fog lamps, satin-finished "whiskers," door handles and unique lower front- and rear-fascia accents, Grigio Chiaro wheel arch and body-side sill moldings, Grigio Chiaro recessed license plate area and lower left- and right-side reflector surrounds, and larger 17 x 7-inch aluminum wheels with wider 225/45R17 all-season tires. Inside, the Fiat 500L Trekking features a painted instrument panel bezel and a unique two-tone Nero/Marrone (black/brown) interior environment that carries through on its leather-wrapped steering wheel, door and door-panel armrest bolsters, low-back bucket premium cloth seats and floor mats.

The 2014 Fiat 500L Trekking model has a starting U.S. MSRP of \$21,195 (plus \$800 destination charge).

### Fiat 500L Lounge

Tailored for individuals who want their all-new Fiat 500L to reflect their stylish lifestyle and need for premium appointments and convenience technologies, the all-new 2014 Fiat 500L Lounge model adds on to the Fiat 500L Easy model with an innovative Euro Twin Clutch six-speed transmission, 16-inch aluminum wheels, fog lamps, chrome body-side moldings and mirror caps, dual sun visors with illuminated vanity mirrors, premium vinyl-wrapped instrument panel available in two colors, premium heated leather front seats with power four-way adjust, two-way power driver's side lumbar, 60/40 split-fold rear seatbacks with segment-exclusive fore-aft adjustment, recline and tumble feature; integrated armrest with cup holders, automatic dual-zone climate control and auto-dimming rear-view mirror with compass.

The 2014 Fiat 500L Lounge model has a starting U.S. MSRP of \$24,195 (plus \$800 destination charge).

### **Premier Packages Include No-charge Technology Features and More than \$1,700 of Added Value**

During the first year of Fiat 500L production, a no-charge Premier Package will be included with Easy, Trekking and Lounge models. This limited-time launch package will include ParkSense rear-park assist, ParkView rear back-up camera and Uconnect 6.5 with a larger 6.5-inch touchscreen and navigation. The Uconnect 6.5 features voice operation of navigation, AM/FM and mobile phones; handsfree phone and Bluetooth-streaming audio, text message reader, personalization settings, premium media hub with SD card reader, auxiliary jack and USB inputs.

For customers that want even more technology on the Fiat 500L Easy and Trekking models, the Premier Package +Beats/SiriusXM is available and adds SiriusXM and Beats Audio studio-quality sound system with six premium speakers, 6.5-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and eight-channel amplifier with Beats Audio digital sound processing (DSP) algorithm.

### **About the Fiat 500L**

Since the modern Fiat 500's global launch in 2007, more than 1 million of these efficient and city-friendly vehicles have been sold in more than 110 countries worldwide. And now with the all-new Fiat 500L, the Cinquecento has grown up to accommodate even more of life's greatest experiences and emotions all together: children, friends, journeys, music and community. Customers can visit: <http://www.fiatusa.com/en/2014/500L/> to obtain more information about the all-new Fiat 500L

### **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 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine.

The FIAT brand portfolio in North America continues to expand with the arrival of the high-performance Fiat 500 Abarth, Fiat 500 Abarth Cabrio and the Fiat 500 Turbo. In 2013, the FIAT brand will launch the Fiat 500e, a full-electric version of the Fiat 500, and the Fiat 500L, a new five-passenger model that will expand FIAT's brand style and efficiency into the growing B-segment.

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