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From East to West, the Italians Continue to Arrive

All-new 2014 Fiat 500L Arrives at the Port of San Diego

July 18, 2013, Auburn Hills, Mich. - The FIAT brand is expanding the ports of entry for the introduction of the all-new 2014 Fiat 500L. The first Fiat 500L models arrived to America one month ago via the port of Baltimore, and now the Italian brand is adding the National City Port of San Diego, California, as another entry point into the American market.

"From east to west and from north to south, we want to make sure that every customer who wants the all-new Fiat 500L can get one as soon as possible," said Jason Stoicevich, Head of FIAT Brand for North America. "The addition of a new point of entry in California, our main market in the country accounting for 20 percent of our total sales, makes it easier and faster for our studios and clients to get their hands on this hot new car."

Over 300 Fiat 500L models arrived yesterday at the National City Port of San Diego on the Demeter Leader Vessel, while the port in Baltimore also continues to receive a steady flow of Fiat 500L vehicles.

"Fiat 500L's reception in the market has been great with current sales exceeding our expectations," added Stoicevich. "This year, we launched the Fiat 500 Abarth Cabrio, the all-electric Fiat 500e and now, with the five-passenger Fiat 500L and 500L Trekking, we have a 500 for every lifestyle. If you are in the market for a vehicle with Italian style, European technology and great value, look no more: FIAT is your brand."

About the All-new Fiat 500L

Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for more than 55 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, a 160-horsepower 1.4-liter MultiAir® Turbo engine and two fuel-saving, six-speed transmission offerings, all wrapped in contemporary Italian design.

About the All-new Fiat 500L Trekking

Designed with the active and thrill-seeking North American customer in mind, the 2014 Fiat 500L Trekking expands the appeal and practicality of the Fiat 500L with distinct, rugged looks, an athletic two-tone interior environment, unique front and rear fascia designs, flared wheel arches and larger 17-inch wheels to support its adventurous personality. The Fiat 500L and 500L Trekking models are produced at the Fiat Automobiles Serbia plant in Kragujevac, Serbia.

About FIAT Brand

FIAT — Life is Best When Driven. 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.

Reminiscent of the original Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 countries around the world. In addition to success on the sales front, the Fiat 500 has earned more than 80 international awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year and Best New Engine of 2010 (Fiat MultiAir® Turbo). In the U.S., the 2012 Fiat 500 was named "Best Buy" in the subcompact category by Consumers Digest and was deemed a "Top Safety Pick" by the influential Insurance Institute for Highway Safety (IIHS). This year, the 2013 Fiat 500 was named to the "10 Coolest New Cars Under \$18,000" list by Kelley Blue Book's KBB.com.

The FIAT brand portfolio in North America continues to expand. In 2013, the FIAT brand launched the high-performance Fiat 500 Abarth Cabrio, the fully-electric Fiat 500e and the Fiat 500L, an all-new five-passenger model that expands FIAT's brand style and efficiency into the growing B-segment.

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