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FCA Canada: All-new 2017 Fiat 124 Spider Revives Legendary Nameplate With Iconic Italian Styling and Dynamic Driving Experience

- 2017 Fiat 124 Spider returns nearly 50 years after original introduction
- Revival of roadster continues expansion of FIAT brand in North America
- Delivers iconic Italian style with modern adaptation of original Spider legend
- Powered by turbocharged MultiAir 1.4-litre engine for 160 horsepower and 184 lb.-ft. of torque, available with manual or automatic transmission
- Available with an array of safety and security features, plus technologies for added comfort and convenience
- Initial production will include 124 limited-production Prima Edizione

November 18, 2015, Windsor, Ontario - The all-new 2017 Fiat 124 Spider revives the storied nameplate, bringing its classic Italian styling and performance to a new generation. Paying homage to the original 124 Spider nearly 50 years after its introduction, the 2017 Fiat 124 Spider delivers the ultimate Italian roadster experience with driving excitement, technology and safety combined with iconic Italian design.

“There’s no better way to celebrate 50 years of the Fiat 124 Spider than to bring back this iconic roadster, pairing its Italian styling of the past with all of the modern performance and technology of today,” said Olivier François, Head of FIAT Brand, FCA – Global. “The 124 Spider expands the FIAT family, bringing to market yet another head-turning, fun-to-drive vehicle for our customers.”

Engaging driving dynamics through thoughtful engineering

In North America, the Fiat 124 Spider is available with the proven 1.4-litre MultiAir Turbo four-cylinder engine, the engine’s first application in a rear-wheel-drive vehicle. The engine delivers 160 horsepower and 184 lb.-ft. of torque, and is available with a six-speed manual transmission or a six-speed automatic transmission.

The 124 Spider’s suspension uses a double-wishbone layout in front and a multi-link in the rear, specifically tuned for greater stability while braking and turning. Steering is light and responsive with the use of an electric power assist (dual pinion) system.

The steering and suspension setup, lightweight frame, balanced weight distribution and turbocharged engine combine for a dynamic driving experience. Noise, Vibration and Harshness (NVH) enhancements, including an acoustic front windshield and insulation treatments, also help to deliver a refined, quiet ride.

For an open-air driving experience, the Fiat 124 Spider’s soft convertible top is easy to operate and requires minimal force, much like the original Spider’s top.

Loaded with safety, security and technology features

The all-new roadster is available with an array of safety and security features, including adaptive front headlamps, Blind-Spot Monitoring, Rear Cross Path Detection and ParkView® Rear Back-Up Camera. A high-strength body helps to dissipate energy while optimizing occupant protection.

The Fiat 124 Spider is also available with technology features for added comfort and convenience, including the Fiat Connect 7.0 system with (7-inch) touchscreen display, multimedia control, Bluetooth connectivity, heated seats and Keyless Enter ‘n Go.

A Bose® premium sound system with nine speakers, including dual headrest speakers, is also available for superior sound quality even with the top down.

Design pays homage to past with modern interpretation of styling cues

The all-new Fiat 124 Spider, designed at Centro Stile in Turin, Italy, borrows cues from the original Spider – widely considered one of FIAT’s most beautiful cars of all time – and reinterprets them for today. The 2017 Fiat 124 Spider has a timeless low-slung presence, with a classically beautiful bodyside, well-balanced proportions and a sporty cabin-to-hood ratio. Features like the hexagonal upper grille and grille pattern, “power domes” on the front hood and sharp horizontal rear lamps call to mind details of the historic Spider.

The interior is crafted and designed to focus on the occupants, with premium soft-touch materials throughout. Ergonomics were applied to emphasize the driving experience and ensure easy operation of the steering wheel, pedals and shifter while driving.

The 2017 Fiat 124 Spider is available in two trim levels: Classica and Lusso. Each model is available in six exterior paint colours, including Rosso Passione (Red), Bianco Gelato (White), Nero Cinema (Jet Black Metallic), Grigio Argento (Grey Metallic), Grigio Moda (Dark Grey Metallic) and Bronzo Magnetico (Bronze Metallic). The Lusso (“Luxury”) model is also available in tri-coat Bianco Perla (Crystal White Pearl).

Special edition gives enthusiasts the chance to own one of the first 2017 Fiat 124 Spiders

To celebrate the return of the classic nameplate, the initial production will include 124 limited-edition Prima Edizione. Each will include a commemorative badge and available in Bronzo Magnetico (Bronze Metallic) paint with premium leather seats in Saddle.

The all-new 2017 Fiat 124 Spider will arrive in FIAT studios in North America in summer 2016.

FCA Canada

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