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FCA Canada: FIAT Announces Pricing for All-new 2017 124 Spider

- 2017 Fiat 124 Spider has a starting price of $33,495 (Canadian MSRP)
- Lineup includes: Classica $33,495, Lusso $36,495 and Abarth $37,995 (Canadian MRSP)
- 2017 Fiat 124 Spider returns nearly 50 years after original introduction
- Delivers iconic Italian style with modern adaptation of original Spider legend
- Powered by standard, proven turbocharged MultiAir 1.4-litre engine for 160 horsepower and 184 lb.-ft. of torque on Classica and Lusso; 165 horsepower and 184 lb.-ft. of torque on Abarth, available with six-speed manual or automatic transmission
- Fuel economy of 9.0L/100 km (31 mpg) city / 6.7L/100 km (42 mpg) highway for manual transmission and 9.3L/100 km (30 mpg) city / 6.5L/100 km (43 mpg) highway for automatic transmission
- Double-wishbone front suspension and rear multi-link suspension with stabilizer bars, 54/46 weight distribution and tuned electric-power steering system for enhanced handling and fuel efficiency
- Available with an array of safety and security features, including Blind-spot Monitoring, Rear Cross Path Detection, Park-Sense Rear Park Assist and ParkView Rear Backup Camera
- Technology includes passive entry with keyless go, Bluetooth connectivity, heated seats and available Fiat Connect 7.0 media centre
- Available Premium Bose nine-speaker system with noise-cancelling headrest speakers
- First 124 units will be available as limited-production Prima Edizione Lusso

May 2, 2016, Windsor, Ontario - FCA Canada is pleased to announce that pricing for its all-new 2017 Fiat 124 Spider lineup will start at $33,495 Canadian Manufacturer's Suggested Retail Price (MSRP).

The 2017 Fiat 124 Spider revives the storied nameplate, bringing its classic Italian styling and performance to a new generation of vehicles and buyers. 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.

The roadster will come standard 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 on Classica and Lusso; 165 horsepower and 184 lb.-ft. of torque on Abarth, and is available with a six-speed manual transmission (9.0L/100 km [31 mpg] city / 6.7L/100 km [42 mpg] highway) or a six-speed automatic transmission (9.3L/100 km [30 mpg] city / 6.5L/100 km [43 mpg] highway).

"Our mission at FIAT is to deliver Italian design and heritage in vehicles that are fun to drive," said Olivier Francois, Head of FIAT Brand, FCA – Global. "The all-new 2017 Fiat 124 Spider brings these elements together and comes loaded with open-air fun, stunning Italian design and the proven turbocharged MultiAir 1.4-litre engine."

Fiat 124 Spider Classica

The Classica model features a dual-tip exhaust, black roll bar finish, and a body-colour windshield surround, side sills and door handles. The vehicle also comes standard with 16-inch alloy wheels, Nero (black) premium cloth seats, halogen headlamps and LED tail lamps. Inside, soft-touch materials on the instrument panel are highlighted with light silver accents.

The Classica is available in five colours: Rosso Passione (Red), Bianco Gelato (White), Nero Cinema (Jet Black Metallic), Grigio Argento (Grey Metallic) and Grigio Moda (Dark Grey Metallic).

The all-new 2017 Fiat 124 Spider Classica with a six-speed manual transmission has a Canadian MSRP of $33,495. The all-new 2017 Fiat 124 Spider Classica with a six-speed automatic transmission is $34,990.

Fiat 124 Spider Lusso
The Lusso ("Luxury") model builds on the Classica, with standard 17-inch alloy wheels, silver-painted A-pillar header and roll-bar cover and a dual-tip chrome exhaust. The interior features heated premium leather seats in Nero (black) or Saddle and a leatherette-wrapped cluster brow. The lower instrument panel also is wrapped in leatherette, with Piano Black accents throughout.

The Lusso model is available in six colours: Rosso Passione (Red), Bianco Gelato (White), Nero Cinema (Jet Black Metallic), Grigio Argento (Grey Metallic), Grigio Moda (Dark Grey Metallic) and Bianco Perla Tri-Coat (Crystal White Pearl).

The all-new 2017 Fiat 124 Spider Lusso with a six-speed manual transmission has a Canadian MSRP of $36,495. The all-new 2017 Fiat 124 Spider Lusso with a six-speed automatic transmission has a Canadian MSRP of $37,990.

Fiat 124 Spider Abarth
With 165 horsepower, the all-new Fiat 124 Spider Abarth offers a sportier, more responsive driving experience for performance enthusiasts. Features include a sport suspension, mechanical limited slip differential, Sport Mode selector and sport-tuned chrome quad-tip exhaust. Its aggressive appearance comes complete with unique front and rear fascias, 17-inch Gun Metal aluminum wheels and Gun Metal exterior accents. Other available features include a Brembo braking system and Recaro seats for added sportiness.

The Abarth model is available in five colours: Rosso Passione (Red), Bianco Gelato (White), Nero Cinema (Jet Black Metallic), Grigio Argento (Grey Metallic) and Bianco Perla Tri-Coat (Crystal White Pearl).

The all-new 2017 Fiat 124 Spider Abarth with a six-speed manual transmission has a Canadian MSRP of $37,995. The all-new 2017 Fiat 124 Spider Abarth with a six-speed automatic transmission has a Canadian MSRP of $39,490.

Fiat 124 Spider Prima Edizione Lusso
To celebrate the return of the classic nameplate, the first 124 vehicles will be offered as a limited-edition Prima Edizione Lusso. Each model will include a 6-speed automatic transmission, GPS navigation, LED headlamps, LED daytime running lights, a 9-speaker Bose stereo, Park-Sense Rear Park Assist, Blind-Spot Monitoring with Rear Cross-Path Detection, SiriusXM satellite radio and much more. In addition, each will be individually numbered with a commemorative badge and available in exclusive Bronzo Magnetico (Bronze Metallic) exterior paint with premium leather-faced seats in Saddle.

The all-new 2017 Fiat 124 Spider Prima Edizione Lusso has a Canadian MSRP of $42,190

About FIAT Brand
The FIAT brand stands for discovery through passionate self-expression. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is sold in more than 100 countries and is synonymous with modern, simple design blending form, function, technology and a pride of ownership that is genuine.

In North America, the Fiat 500 was introduced in March 2011 and was soon followed by the Fiat 500c (Cabrio), the high-performance Fiat 500 Abarth and Abarth Cabrio, the five-passenger Fiat 500L and the all-wheel-drive 500X crossover. The FIAT brand continues to expand with the introduction of the Fiat 124 Spider, a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics. The all-new Fiat 124 Spider will arrive at FIAT studios in summer 2016.

FCA Canada
Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in

Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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