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500c

Pop

STARTING AT
\$19,995 MSRP

Standard Equipment

- 1.4L 16v MultiAir® 4-cylinder
- Up to 55 MPG (5.1L/100 km) highway
- 5-Speed Manual Transmission
- Power Windows, Locks and Mirrors
- Power Retractable Soft Top
- Rear Park Assist
- Aspheric Driver Exterior Mirror
- Projector Headlamps
- Chrome Door Handles & Exhaust Tip
- 15-inch Wheels with Wheel Covers
- AM/FM/CD/MP3 with 6 Speakers
- Cloth Seats; Driver Seat Height Adjuster
- Passenger In-seat Cushion Storage
- Vehicle Information Centre
- Electronic Stability Control (ESC)
- 4 Wheel Disc Anti-lock Brakes
- Active Front Head Restraints
- 7 Air Bags

Key Optional Equipment

- 6-Speed Automatic Transmission
- Air Conditioning with Micron Filter
- 15-inch Cast Aluminum Wheels
- Cruise Control
- Security Alarm
- Blue&Me™ Hands-Free Communication including Leather-wrapped Steering Wheel
- TomTom® Navigation

Lounge

STARTING AT
\$22,995 MSRP

Standard Features (vs. Pop)

- Leather-faced Seating
- Leather-wrapped Steering Wheel
- Chrome Shift Knob
- Steering Wheel mounted Audio Controls
- Automatic Temperature Control
- Unique 15-inch Cast Aluminum Wheels
- Fog Lamps
- Chrome Power Heated Mirrors
- Bright Belt Moulding
- Body Colour Fascia with Bright Insert
- Bodyside Mouldings with '500' Logo
- SIRIUS® Satellite Radio
- 6 Bose® Speakers with Subwoofer
- Blue&Me Hands-Free Communication
- Auto-dimming Rearview Mirror
- Cruise Control
- Security Alarm

Key Optional Equipment

- 6-Speed Automatic Transmission, including Leather-wrapped Shift Knob
- Heated Front Seats (Automatic only)
- Premium 15-inch Cast Aluminum Wheels
- TomTom Navigation



14 Unique colours

ROSSO BRILLANTE

GIALLO

GRIGIO

BIANCO

VERDE CHIARO

AZZURRO

MOCHA LATTE

VERDE OLIVA

ROSSO

ESPRESSO

ARGENTO

NERO

RAME

BIANCO PERLA



FIAT 500 2012



KEY MESSAGES

The All-New 2012 FIAT 500 Cabrio provides open-air driving excitement with true Italian style and 55 MPG fuel efficiency!

- Beautiful craftsmanship and confident handling combined with a clever open-top design provides FIAT 500c passengers with impressive interior sound quality and space.
- 500,000 possibilities: 2 models, 14 exterior colours, 10 unique seat colour and material combinations, 3 exterior soft-top colours and 4 wheel choices allow Canadians to personalize "their own" FIAT 500c
- New 1.4-litre engine with state-of-the-art MultiAir® technology, invented and patented by FIAT Powertrain Technologies (FPT), delivers enhanced power, fuel efficiency and refinement – up to 55 MPG
- World-Class Safety: Seven Standard Airbags, Standard ESC & ABS

EXTERIOR – ICONIC

The new 2012 FIAT 500c combines iconic Cinquecento cues and a fully power-operated cloth top — all wrapped in modern Italian styling that conveys simplicity and joy.

- With just the push of a button, the FIAT 500c's power-operated cloth top retracts up to the rear spoiler during speeds up to a best-in-class 96 km/h (a midway point can be chosen by pressing the button anytime between). Press the roof button again, and the roof will neatly fold all the way open and tuck neatly behind the rear head restraints (up to 80km/h).
- 14 vivid exterior colours available in metallic, non-metallic and premium tri-coat pearl finishes
- 4 Wheel choices
- 3 Soft-top colours : Bordeaux, Beige, Nero

INTERIOR – TIMELESS

Even with the top up, the interior of the new 2012 FIAT 500c is airy and roomy, and an environment designed to be comfortable and enjoyable for any destination.

- The interior features highly detailed driver and passenger seats that are available in 10 colour and material combinations for maximum personality with an added touch of personalization.
- The new 2012 FIAT 500c features an impressive 2157 Litres of interior space, while numerous built-in storage locations quickly and conveniently store mobile devices and travel gear.
- Interior Instrument Panel (IP) insert is colour coordinated to the exterior

POWERTRAIN – POWERFULLY EFFICIENT

Adapted for Canadian customers, the new 2012 FIAT 500c features an all-new 1.4-litre 16-valve engine with state-of-the-art MultiAir fuel-saving and emissions-reducing technology.

- Available Aisin 6-speed automatic transmission with driver-selectable gear change system provides smooth shifting and excellent fuel economy
- Superior fuel efficiency of 55 MPG with 780 km on one tank of fuel!

eco:Drive

eco:Drive™ Application helps to improve driving efficiency

- Fiat's eco:Drive Application collects all necessary data relating to vehicle efficiency and, through the Blue&Me USB™ port, transmits it onto any USB memory stick.
- Improves how efficiently you drive, saving you fuel and money while reducing emissions.
- An environmentally responsible application for environmentally responsible Canadians.

Two exciting models designed for pure freedom and fun under the open sky

POP (21A) – \$19,995 MSRP

The only cabrio in the Canadian market priced below \$20,000!

- 1.4L I6V MultiAir 4-Cylinder
- 5-Speed Manual Transmission (optional 6-spd Automatic)
- Power Windows with Front 1-Touch Down
- Power Locks with Remote Keyless Entry
- Power Body-Colour Heated Mirrors
- Power Soft Top
- Rear Park Assist
- Projector Headlamps
- Body-Colour Fascias
- Chrome Door Handles
- Chrome Exhaust Tip
- 15-inch Wheels with Wheel Covers
- Rear Window Defroster
- AM/FM/CD/MP3 Radio with 6 Speakers
- Cloth Seats with Driver's Seat Height Adjuster
- Passenger in-seat Cushion Storage
- Vehicle Information Centre
- Tilt Steering Column
- 7 Air Bags
- Active Front Head Restraints
- 4-wheel Disc Antilock Brakes
- Electronic Stability Control including Traction Control and Hill Start Assist
- Aspheric Driver Exterior Mirror
- Engine Block Heater

LOUNGE (21J) - \$22,995 MSRP

Tailored for the individual who wants their cabrio to reflect their fashion-oriented lifestyle!

The Lounge builds off the Pop and adds:

- Leather-faced Seating
- Leather-wrapped Steering Wheel
- Steering Wheel Mounted Audio Controls
- Air Conditioning
- Automatic Temperature Control
- 15-inch Cast Aluminum Wheels
- Fog Lamps
- Chrome Power Heated Mirrors
- Chrome Shift Knob
- Bright Belt Moulding
- Body Colour Fascia with Bright Insert
- Bodyside Mouldings with '500' Logo
- SIRIUS® Satellite Radio with one-year subscription
- Bose® Premium Audio with six speakers and subwoofer
- Blue&Me™ Hands-Free Communication with USB Port, eco:Drive Application and iPod control capability
- Auto-dimming Rearview Mirror
- Cruise Control
- Security Alarm
- Overhead Passenger Assist Handle

Fuel Economy – L/100 km (MPG)	City	Hwy
1.4L I6V with 5-speed Manual	6.7 (42)	5.1 (55)
1.4L I6V with 6-speed Automatic	7.4 (38)	5.7 (50)