



2013 FIAT 500 & 500 Cabrio OVERVIEW

Chrysler Canada: Amplified for 2013, Fiat® 500 Lineup Now Delivers Up To 34 Percent More Power, 58 mpg Highway Fuel Efficiency and Beats By Dr. Dre® Sound System for Studio-quality Sound

- More power: a new edition to the Fiat® 500 family, the 2013 Fiat 500 Turbo features a turbocharged and twin-intercooled 1.4-litre MultiAir® Turbo engine producing 135 horsepower, 150 lb.-ft. of torque, sport-tuned suspension and an even more aggressive look
- Greater efficiency: Fiat 500 and 500 Cabrio (500c) now deliver an estimated 6.4 L/100 km (44 mpg) city and 4.9 L/100 km (58 mpg) highway, thanks to a new final-drive gear ratio on the manual transmission
- Segment-exclusive Beats by Dr. Dre® sound system provides the 2013 Fiat 500 and 500c models with studio-quality sound, delivering a music experience the way the artist intended
- Fiat 500 is a 2012 Insurance Institute for Highway Safety (IIHS) “Top Safety Pick” and offers more than 35 standard and available safety and security features

Beautiful Italian styling combined with timeless functionality, efficient design and innovative technology have been hallmark attributes for the Fiat 500 (Cinquecento) – making it a timeless icon for more than 50 years. And the legendary Cinquecento marks a new chapter in 2013, as the Fiat 500 lineup has been amplified with the addition of the new Fiat 500 Turbo, delivering 34 per cent more power in a more athletically styled package, and the Fiat 500’s innovative MultiAir engine now delivering up to an estimated 4.9 L/100 km (58 mpg) for even more efficiency and value.

New Fiat 500 Turbo delivers more performance to the lineup

For the driving enthusiast who wants a Fiat 500 Sport with more power and performance, the new 2013 Fiat 500 Turbo answers the call with a new 135-horsepower 1.4-litre MultiAir Turbo engine, dynamic styling, sport-tuned suspension, track-proven brakes and unique sport-styled interior.

Behind its performance-designed front fascia, the new 2013 Fiat 500 Turbo features a single turbocharger, twin intercoolers and sport-tuned exhaust to deliver 34 per cent more power (135 vs. 101 horsepower) and 53 per cent more torque (150 vs. 98 lb.-ft.) compared to the Fiat 500’s naturally aspirated 1.4-litre MultiAir® engine.



Developed for high-output applications, the Fiat 500 Turbo is paired to the track-proven C510 five-speed manual transmission with a 3.35 final-drive gear ratio for quick acceleration and faster top speed. In addition, the enhanced powertrain features an intermediate shaft with equal-length and 23 per cent larger (28.1 mm vs. 22.8 mm diameter in the Fiat 500) half shafts to mitigate torque steer. To handle the increased power and torque of the new 1.4-litre MultiAir Turbo engine, larger constant velocity (CV) joints with 53 per cent greater torsional strength deliver added durability and refinement.

For a more aggressive appearance, the new 2013 Fiat 500 Turbo features a pronounced front fascia, pushed 68.5 mm (2.7 inches) forward of the Cinquecento's signature "whiskers and logo" face, to accommodate the new 1.4-litre MultiAir Turbo engine. Below, larger openings provide greater engine cooling, while twin "nostrils" are precisely positioned on both sides of the front fascia to maximize airflow in and out of the two intercoolers (both intercoolers are visible through the "nostril" inlets). Finishing off the front are new Gloss Black headlamps and parking lamp bezels for a more menacing look.

The Fiat 500 Turbo features bolder side skirts to create a more vertical body-side profile, while enhancing its iconic Cinquecento shape. Behind the unique 16-inch aluminum wheels with Nero (black) painted pockets, the Fiat 500 Turbo features a high-performance brake system with semi-metallic brake linings at all four corners, larger 11.1-inch ventilated front rotors for greater stopping power (up from 10.1-inch) and brake calipers lacquered in Rosso (red) paint. To make sure this Cinquecento properly handles the more powerful engine, the Fiat 500 Turbo comes equipped with a unique lower control arm as well as the 500 Sport model's sport-tuned spring rates, shock tuning and steering calibration.

At the rear, a liftgate-mounted spoiler extends the roofline of the Fiat 500 Turbo and improves the hatchback's aerodynamic behaviour. New taillamps with Gloss Black bezels replace chromed units for a discrete look. Below, the two-piece rear fascia accentuates the road-holding stance of the Fiat 500 Turbo with a black-accented rear diffuser designed to optimize airflow, while a new sport-tuned exhaust provides an enthusiast-desired sound.

Inside, the new Fiat 500 Turbo features sport-styled seating, sport-designed leather-wrapped shift knob and steering wheel accented with silver stitching and Grigio/Nero (grey/black) seating and interior environment. For an even more upscale look, leather seating in Nero (black) or vivid Rosso/Nero (red/black) are available.



Greater efficiency: Fiat 500 and 500 Cabrio now deliver an estimated fuel economy rating of up to 4.9 L/100 km (58 mpg) highway

For the individual who wants Italian style, personalization options and even more fuel efficiency, the 2013 Fiat 500 and 500c now deliver an estimated fuel economy rating of up to 6.4 L/100 km (44 mpg) city and 4.9 L/100 km (58 mpg) highway.

Thanks to powertrain optimization and the efficiency of the 1.4-litre MultiAir engine and five-speed manual transmission, the C514 manual transmission now features a revised final-drive gear ratio from 3.73 to 3.44 to reduce the engine speed during highway driving.

New Beats by Dr. Dre® sound system

New for 2013, the segment-exclusive – and first-time-ever in a small car and FIAT automobile – Beats by Dr. Dre sound system offers passengers of the Fiat 500 and 500c models music experience the way the artist intended. The Beats studio-quality sound system includes six premium speakers, an 8-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and 8-channel 368-watt amplifier with Beats digital sound processing (DSP) algorithm.

New exterior colours, plus leather-faced seating options on Fiat 500 Sport and new 500 Turbo model expand the Cinquecento's personalization options

With 15 paint colours including new Luce Blu (light blue) and Verde Azzurro (blue green), metallic, non-metallic and two premium finishes – and three available cabrio cloth top colours – every new 2013 Fiat 500 and 500c will be distinct on the road. In addition, the interior is available in two interior environments (Black or Ivory) with up to 15 unique seat colour and material combinations for an individualized look.

A full line of authentic Fiat 500 accessories by Mopar® offers customers even more personalization possibilities at their local FIAT Studio, including unique striping packages, exterior and interior styling accessories and authentic FIAT-styled merchandise.

2013 Fiat 500 Abarth: the ultimate high-performance small car with the pedigree of an exclusive Italian exotic

Faithful to the “small but wicked” saying coined for Karl Abarth's cars in the 1960s, the 2013 Fiat 500 Abarth embodies the racing traditions that have made it a success on European roadways and race tracks — world-class performance and precision, purposeful and aggressive styling, and limited-production volume.



Building on the excitement of the 2013 Fiat 500 (Cinquecento), the Fiat 500 Abarth is designed for track-day enthusiasts and driving purists who want the ultimate high-performance small car with the pedigree of an exclusive Italian exotic.

With its 160 horsepower 1.4-litre MultiAir® Turbo engine, Abarth-tuned suspension and track-proven brake systems, race-inspired design, and technology features not traditionally included on a small car, the 2013 Fiat 500 Abarth unleashes the brand's legendary performance heritage to North American streets.

New 2013 Fiat 500 and 500c models

The amplified 2013 Fiat 500 and 500c models are infused with style, technology and convenience features to make life on-the-go more personalized and comforting all at a significant value – and with the Fiat 500 Turbo, even more thrilling.

- Fiat 500 and 500c Pop

Designed for the individual who wants Italian style, efficiency and personalization options, the 2013 Fiat 500 and 500c Pop models include a five-speed manual transmission, 15-inch steel wheels with covers and all-season tires, seven standard air bags, AM/FM/CD/MP3 radio with auxiliary audio input, power windows, power door locks, power heated mirrors, chromed exhaust tip and reconfigurable Electronic Vehicle Information Centre with trip computer, kilometres-to-empty, average fuel economy and tire-pressure monitoring display.

In addition to the features included on the hatchback model, the Fiat 500c Pop model includes Rear Park Assist and a multi-position premium dual-layer power cloth top available in Nero (black), Bordeaux or Beige with wind deflector and integrated rear spoiler.

- Fiat 500 Sport

For the enthusiast who demands Italian style with sport-tuned suspension and more convenience features, the 2013 Fiat 500 Sport model encompasses modified springs, shock tuning, steering calibration and exhaust tuning to deliver a more firm ride and responsive handling. The Sport model also includes a manual transmission and (in addition to the Fiat 500 Pop features) distinctively styled front and rear fascias with larger “honeycomb” grilles and flared aerodynamic treatment.

Between its unique 16-inch aluminum wheels with Mineral Grey painted pockets and all-season tires, the Fiat 500 Sport incorporates new body-side sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle's design theme are Rosso (red) painted brake calipers attached to a sport-tuned suspension and fog lamps. Inside, the new Fiat



500 Sport features unique sport-styled seating and a sport-steering wheel surrounded by a Nero/Grigio (black/grey) or Marrone/Grigio (brown/grey) interior environment and includes Blue&Me™ hands-free communication, air conditioning and cruise control. New available features for 2013 include heated front seats with both the manual or automatic transmission and leather-faced seating in Nero (black) or vivid Rosso/Nero (red/black) which deliver an upscale look.

- Fiat 500 and 500c Lounge

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the 2013 Fiat 500 and 500c Lounge models feature premium amenities (in addition to those on the Fiat 500 Pop features) including front- and rear-fascia chromed accents, chrome mirror caps, fog lamps, fixed glass roof (500 only), 15-inch cast-aluminum wheels and all-season tires, leather-faced seats, leather-wrapped steering wheel with audio controls, SiriusXM™ Satellite radio, Fiat premium audio system with six premium speakers and 276-watt amplifier, Blue&Me™ hands-free communication, cruise control and security alarm.

- Fiat 500 Turbo

For the driving enthusiast who loves the Fiat 500 Sport's looks, but demands more power and performance, the 2013 Fiat 500 Turbo offers a new 1.4-litre MultiAir® Turbo engine that delivers 135 horsepower, dynamic styling, track-proven brakes and a unique sport-styled interior.

Fiat's successful small car formula worked then and still works now

Like the original Cinquecento, the 2013 Fiat 500 showcases the brand's ingenuity to build world-class small cars that ignite a spirit of the times through simple design, beautiful craftsmanship and timeless value. As a result, the Fiat 500 has continued to surprise and delight customers worldwide for more than 50 years.

Satisfying the individual mobility need for Italians and other Europeans after the Second World War, the original Fiat "Nuova" 500 became a catalyst in 1957 for the country of the "poor but beautiful" to be not quite as poor. With almost 4 million examples produced between 1957 and 1975, the small and efficient Fiat 500 succeeded in providing an affordable, comfortable and reliable transportation solution, while helping to ignite Italy's post-war economic recovery.

More than 50 years later, and thanks to its stylistic and modern technological features, the new Fiat 500 represents the spark of another milestone along the lasting process of expansion. And this is where history starts again.



Reminiscent of the original Cinquecento, the 2013 Fiat 500 builds on the vehicle's global popularity. Since its initial launch in 2007, more than 800,000 Fiat 500 vehicles have been sold in more than 80 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine performance and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 80 awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year, Best New Engine of 2010 (FIAT MultiAir Turbo) and the 2012 Fiat 500 was recognized as a *Consumers Digest* Best Buy.

For more information on the 2013 Fiat 500 and Fiat 500 Cabrio, please visit www.fiatcanada.com.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT®, FIAT® and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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