



2014 Fiat® 500 & 500c OVERVIEW

Chrysler Canada: 2014 Fiat® 500 Models Offer a Unique Combination of Italian Style, Efficiency and Engaging Driving Dynamics at an Incredible Value

- New Avorio (ivory) accented interior and new sculpted five-spoke 16-inch wheels are available on 2014 Fiat® 500 Sport model
- For a customized look, new Hyper Nero (black) 16-inch aluminum wheels are available on Fiat 500 Turbo
- Continuous improvements: revised passenger seat sits 1 inch (25 mm) lower for increased headroom and now offers seat memory and arm rest
- Fuel efficiency: Fiat 500 models deliver up to 6.4 L/100 km (44 mpg) city and 4.9 L/100 km (58 mpg) highway with manual transmission¹
- Turbocharged: Fiat 500 Turbo features a turbocharged and twin-intercooled 1.4-litre MultiAir Turbo engine for 135 horsepower (hp), 150 lb.-ft. of torque, sport-tuned suspension and aggressive look
- Studio-quality sound: segment-exclusive Beats by Dr. Dre Audio™ system delivers a high-definition music experience the way the artist intended
- Fiat 500 is an Insurance Institute for Highway Safety (IIHS) “Top Safety Pick” and offers more than 35 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 with the multiple varieties, including the Fiat 500 Cabrio (500c) and 500 Turbo models, the Cinquecento continues to provide Canadians with a unique combination of style, European handling, technology and personalization options at an incredible value.

Continuous improvements to style and functionality

For 2014, the Fiat 500 Sport model offers a fresh-looking interior environment in new Avorio (ivory). Accenting the Nero (black) interior environment, the Fiat 500 Sport now offers new monotone Avorio cloth sport seats and corresponding instrument panel trim and sport steering wheel. Outside, new five split-spoke 16-inch aluminum wheels with polished (500 Sport) or Hyper Nero (500 Turbo) face feature



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a more sculptural appearance and a Rosso (red) accented wheel cap that matches the lacquered brake calipers.

In addition, all 2014 Fiat 500 and 500c models include a revised passenger seat that sits 1 inch (25 mm) lower for increased headroom. For even more comfort and convenience, the passenger seat now includes an arm rest (Sport, Turbo, Lounge), along with seat position memory with the tilt/slide handle.

New colours for the Fiat 500 and 500c lineup include: Granito Lucente (granite crystal) and Nero Puro (straight black).

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 2014 Fiat 500 Turbo answers the call with a 135-hp 1.4-litre MultiAir Turbo engine, dynamic styling, sport-tuned suspension, track-proven brakes and unique sport-styled interior.

The Fiat 500 Turbo features a single turbocharger, twin-intercoolers and sport-tuned exhaust to deliver 34 per cent more power (135 vs. 101 hp) and 53 per cent more torque (150 vs. 98 lb.-ft.) compared with the Fiat 500's naturally aspirated 1.4-litre MultiAir engine. In addition, a track-proven C510 five-speed manual transmission offers an intermediate shaft with equal-length half shafts to mitigate torque steer. The 500 Turbo also offers sport-tuned spring rates, shock tuning and steering calibration, along with a unique lower-control arm for spirited handling.

For a more aggressive appearance, the Fiat 500 Turbo features an aggressively styled front fascia, pushed 69 mm (2.7 inches) forward, to accommodate and cool the 1.4-litre MultiAir Turbo engine.

Bolder side skirts and unique 16-inch aluminum wheels — including the available new Hyper Nero finished wheel with Nero painted pockets, enhance its iconic Cinquecento shape. At the rear, a liftgate-mounted spoiler extends the roofline, while a black-accented rear diffuser optimizes airflow. For a bolder look, Nero headlamp and tail lamp bezels replace chromed units, while a high-performance brake system features brake calipers lacquered in Rosso paint.

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



Up to 4.9L/100 km (58 mpg) highway¹

For the individual who wants Italian style, personalization options and maximum fuel efficiency, the 2014 Fiat 500 delivers 6.4L/100 km (44 mpg) city and 4.9L/100 km (58 mpg) highway with the innovative 1.4-litre MultiAir engine and six-speed C514 manual transmission¹. For a more engaging driving experience, the driver can select the “Sport” mode on the instrument panel, which changes the throttle map for improved engine responsiveness.

The six-speed automatic transmission with driver-selectable gear changes is also available, providing smooth shifting and excellent fuel economy. With the six-speed automatic transmission, the driver can also select “Sport” mode on the instrument panel for a more aggressive shift schedule and a unique throttle map for improved engine responsiveness.

Segment-exclusive Beats by Dr. Dre™ Audio system

Beats by Dr. Dre Audio™ system offers passengers of the Fiat 500 and 500c models a high-definition music experience the way the artist intended. The Beats Audio™ studio-quality sound system includes six premium speakers, an 8-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and eight-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm.

Fiat 500 and 500c models

The amplified 2014 Fiat 500 and 500c models are infused with style, technology and convenience features that make life on the go more personalized and comforting – and with the 500 Turbo, even more thrilling.

- Fiat 500 and 500c Pop

Designed for the individual who wants Italian style, efficiency and personalization options, the 2014 Fiat 500 and 500c Pop models include a five-speed manual transmission, 15-inch steel wheels with chrome-accented wheel covers and all-season tires, seven standard air bags, AM/FM/CD/MP3 radio with auxiliary audio input, eco:Drive application and iPod® control capability, power windows, power door locks, power heated mirrors, chromed exhaust tip and reconfigurable Electronic Vehicle Information Centre (EVIC) with trip computer, kilometres-to-empty, average fuel economy and tire-pressure monitoring display (TPM).

In addition to the features included on the hatchback model, the Fiat 500c Pop model includes rear-park assist, windshield-mounted antennae and a multi-position premium dual-layer power cloth top available in Nero, 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 2014 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 (or new optional 16-inch five split-spoke design with polished face and dark Mineral Grey painted pockets) and all-season tires, the Fiat 500 Sport incorporates unique bodyside sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle’s design theme are Rosso painted brake calipers attached to a sport-tuned suspension and fog lamps. Inside, the Fiat 500 Sport features unique sport-styled seating and a sport leather-wrapped steering wheel with audio controls surrounded by a Nero/Grigio (black/grey) or Grigio/Marrone (grey/brown) interior environment and Blue&Me™ hands-free communication technology with USB port, air conditioning, and speed control. Available heated leather seating in Nero/Nero or vivid Rosso/Nero delivers an upscale look.

- Fiat 500 and 500c Lounge

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the 2014 Fiat 500 Lounge model features premium amenities (in addition to the Fiat 500 Pop features) including front and rear fascia chromed accents, chrome mirror caps, fog lamps, fixed glass roof, 15-inch cast-aluminum wheels with nine-spoke design and all-season tires, leather-faced heated front seats, leather-wrapped steering wheel with audio controls, SiriusXM™ Radio, Alpine premium audio system with six premium speakers and 276-watt amplifier, security alarm, speed control, automatic temperature control, and Blue&Me™ hands-free communication technology with USB port.

In addition to the features included on the hatchback model, the Fiat 500c Lounge model includes 15-inch cast-aluminum wheels with seven split-spoke design, ParkSense® Rear Park Assist, windshield-mounted antennae and a multi-position premium dual-layer power cloth top available in Nero, Bordeaux or Beige with wind deflector and integrated rear spoiler.



- Fiat 500 Turbo

For the driving enthusiast who loves the 500 Sport's looks but demands more power and performance, the 2014 Fiat 500 Turbo offers a 1.4-litre MultiAir Turbo engine that delivers 135 hp, dynamic styling, track-proven brakes and unique sport-styled interior.

The 135-hp MultiAir Turbo engine features a single turbocharger, twin-intercoolers and sport-tuned exhaust to deliver 34 per cent more power (135 vs. 101 hp) and 53 per cent more torque (150 vs. 98 lb.-ft.) compared to the Fiat 500 Sport's naturally aspirated 1.4-litre MultiAir engine. Additional powertrain upgrades include a track-proven five-speed manual transmission, intermediate shaft with equal-length and larger half shafts and larger constant velocity (CV) joints. Brake performance is improved with semi-metallic brake linings at all four corners and larger 11.1-inch ventilated front rotors (up from 10.1-inch) with unique lower control arm.

Additional exterior enhancements include a performance-designed front fascia with twin "nostrils," Gloss Black headlamp, tail lamp and parking lamp bezels, bolder-styled side skirts, liftgate-mounted spoiler, two-piece rear fascia with black-accented rear diffuser, sport-tuned exhaust and unique 16-inch aluminum wheels with Nero painted pockets. Inside, the Fiat 500 Turbo features sport-styled seating, sport-designed leather-wrapped shift knob and steering wheel accented with Argento stitching and Grigio/Nero seating and interior environment. For an even more upscale look, heated leather seating in Nero/Nero or vivid Rosso/Nero is available.

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

Like the original Cinquecento, the 2014 Fiat 500 and 500c showcase 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 modern Fiat 500 represents the spark of another milestone along the lasting process of expansion. And this is where its history started again.



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Reminiscent of the original Cinquecento, the 2014 Fiat 500 builds on the vehicle's global popularity. Since its initial launch in 2007, more than 1 million Fiat 500 vehicles have been sold in more than 110 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 a 2012 "Recommended Pick" by Consumer Guide.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. 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.



Fuel Economy¹

Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors.