



2015 Fiat 500 & 500c **OVERVIEW**

Chrysler Canada: Fiat 500 Models Deliver More Driver Convenience for 2015

- **2015 Fiat® 500 lineup features an available new innovative 7-inch high-definition customizable in-cluster display**
- **Increased driver convenience for 2015 with Bluetooth® streaming audio and a revamped centre console with an additional USB port**
- **New exterior paint colours: Giallo Moderna Perla (Modern Pearl Yellow), Laser Blu (Bright Metallic Blue) and Billet Argento (Billet Silver)**
- **2015 Fiat 500 Turbo offers optional automatic transmission to pair with its twin-intercooled 1.4-litre MultiAir® I-4 Turbo engine**
- **Fiat 500 delivers up to 7.6 L/100 km (37 mpg) city and 5.9 L/100 km (48 mpg) highway with manual transmission (*5-cycle ratings used. See last page for 2-cycle comparison)**
- **Studio-quality sound: segment-exclusive Beats™ by Dr. Dre Audio system delivers a high-definition music experience the way the artist intended**

Beautiful Italian styling combined with 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 for 2015, the Fiat 500 will continue to deliver on these attributes by introducing a broad array of features aimed at enhancing the customer's driving experience.

Interior improvements for added driver convenience and ease of use

For 2015, the Fiat 500 lineup features an advanced 7-inch customizable in-cluster display that allows drivers to easily monitor data like speed, fuel level, eco:Index and trip information.

The centre console has been redesigned for 2015 to make it more useful for drivers. The revamped console includes a new cup holder design and an additional, conveniently located available USB port that is fully functional and integrated with the radio. The 2015 Fiat 500 models will also include Bluetooth® streaming audio with the available Blue&Me™ hands-free communication.



New exterior paint colours for 2015 are Giallo Moderna Perla (Modern Pearl Yellow), Laser Blu (Bright Metallic Blue) and Billet Argento (Billet Silver).

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 2015 Fiat 500 Turbo answers the call with a 135-horsepower (hp) 1.4-litre MultiAir® I-4 Turbo engine, dynamic styling, performance-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 I-4 engine. In addition, a track-proven C510 five-speed manual transmission offers an intermediate shaft with equal-length half shafts to mitigate torque steer. New for 2015, the Fiat 500 Turbo is also available with an optional six-speed automatic transmission.

The Fiat 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 I-4 Turbo engine.

Bolder side skirts and unique 16-inch aluminum wheels with black 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, black headlamp and taillamp treatments replace chromed units, while a high-performance brake system features brake calipers lacquered in red 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 (black) or vivid Rosso/Nero (red/black) is available. The standard 7-inch customizable in-cluster display allows drivers to easily monitor information.

Up to 5.9 L/100 km (48 mpg) highway

For the individual who wants Italian style, personalization options and maximum fuel efficiency, the 2015 Fiat 500 delivers up to 7.6 L/100 km (37 mpg) city and 5.9 L/100 km (48 mpg) highway with the innovative 1.4-litre MultiAir I-4 engine and five-speed C514 manual transmission (*5-cycle ratings used. See last page for 2-cycle comparison). 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 an available 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 2015 Fiat 500 and 500c models are infused with style, technology and convenience features to 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 2015 Fiat 500 and 500c Pop models include a five-speed manual transmission, 15-inch steel wheels with all-season tires, seven standard air bags, AM/FM/CD/MP3 radio with auxiliary audio input, 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.

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 2015 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 fascia's with larger "honeycomb" grilles, flared aerodynamic treatment and fog lamps.

Between its unique 16-inch aluminum wheels with red accented centre caps (or optional 16-inch polished aluminum with Mineral Grey painted pockets and red accented centre caps) 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 red painted brake calipers attached to a sport-tuned suspension and fog lamps. Inside, the Fiat 500 Sport features unique sport-styled seating and a leather-wrapped sport steering wheel surrounded by a Nero/Grigio (black/grey) or Avorio (ivory) interior environment. The standard 7-inch customizable in-cluster display, Blue&Me™ hands-free communication with Bluetooth streaming audio, eco:Drive™ application, USB port, air conditioning, cruise control, and available leather seating in Nero (black) or vivid Rosso/Nero (red/black) deliver an upscale look.

- Fiat 500 and 500c Lounge

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the 2015 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, panoramic glass roof, 15-inch cast-aluminum wheels with split nine-spoke design and all-season tires, leather-faced seats, heated front seats, leather-wrapped steering wheel with audio controls, SiriusXM Satellite Radio, 7-inch customizable in-cluster display, Fiat premium audio system with six premium speakers and 276-watt amplifier, security alarm, cruise control, automatic temperature control, and Blue&Me hands-free communication with Bluetooth streaming audio and 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, 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 2015 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 or available all-new Aisin heavy-duty 6-speed automatic 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, taillamp and parking lamp treatments, bolder-styled side skirts, liftgate-mounted spoiler, two-piece rear fascia with black-accented rear diffuser, sport-tuned exhaust and available 16-inch Hyper Black aluminum wheels with black painted pockets. Inside, the Fiat 500 Turbo features sport-styled seating, sport-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-faced seating in Nero (black) or vivid Rosso/Nero (red/black) is available.

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

Like the original Cinquecento, the 2015 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.

Reminiscent of the original Cinquecento, the 2015 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 international awards.



500 & 500c OVERVIEW

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada has approximately 440 dealers and markets Chrysler, Jeep®, Dodge, Ram, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centres throughout the country.



***Energide* fuel economy ratings for 2015 models have been calculated using the NEW (5-cycle) Government of Canada test method. This NEW test method will apply to all **2015** model-year vehicles sold in Canada. For comparison purposes only, ratings for the 2015 FIAT 500 Hatchback with manual transmission using the NEW (5-cycle) and OLD (2-cycle) Government of Canada test methods would be:

NEW: 7.6 L/100 km (37 mpg) city, 5.9 L/100 km (48 mpg) highway

OLD: 6.4 L/100 km (44 mpg) city, 4.9 L/100 km (58 mpg) highway

For more information please visit the Government of Canada Web site: www.vehicles.nrcan.gc.ca