



**FCA CANADA**  
**2017 Fiat 500/500c and 500/500c Abarth**  
**OVERVIEW**

**What's New for 2017**

- FIAT simplifies the 2017 500 lineup to three trim levels: Pop, Lounge, Abarth
- The 500c is the most affordable cabrio in Canada
- Like the original Cinquecento, the 2017 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
- Fiat 500 delivers fuel economy as efficient as 7.6 L/100 km (37 MPG) city and 5.9 L/100 km (48 MPG) highway with manual transmission; high-performance Abarth models deliver fuel economy as efficient as 8.5 L/100 km (33 MPG) city and 6.9 L/100 km (41MPG) highway with manual transmission
- 2017 Fiat 500 models are available in up to 15 exterior colours and features standard Uconnect 5.0 multimedia centre with 5-inch touchscreen, hands-free communication with Bluetooth streaming audio, and integrated voice command

**About the 2017 Fiat 500**

Reminiscent of the original Cinquecento, the 2017 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.

Building on the excitement of the Fiat 500 (Cinquecento), the 2017 Fiat 500 Abarth and Abarth Cabrio are 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 1.4-litre MultiAir Turbo engine, Abarth-tuned suspension and brake systems, race-inspired design, and technology features not traditionally included on a small car, the 2017 Fiat 500 Abarth unleashes legendary Italian performance heritage to American streets.



## Highlights

- Beautiful Italian styling combined with functionality, efficient design and innovative technology have been hallmark attributes for the Fiat 500, making it a timeless icon for nearly 60 years
- All trim levels are available with an automatic transmission, Alpine premium sound system, navigation and/or sunroof
- 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 96 km/h (a midway point can be chosen by pressing the button anytime in between). Press the roof button again, and the roof will fold all the way open and tuck neatly behind the rear head restraints
- The 500 Pop, which offers two new interior colours for 2017, is designed for the individual who wants Italian style, efficiency and personalization options. Pop features Uconnect 5.0 with hands-free communication and is available with a Sport Appearance Package (which includes sport fascias, body colour heated exterior mirrors, side ground effects, fog lights, sport spoiler, 16-inch Hyper Black aluminum wheels and black-trimmed lights, plus a 7-inch full-colour customizable in-cluster display – late availability)
- 2017 Fiat 500 Lounge features premium amenities throughout, such as standard a new 15-inch aluminum wheel, chrome accents, leather-faced seats, heated front seats, a 7-inch full-colour customizable in-cluster display and leather-wrapped steering wheel with audio controls.
- The high-performance, track-ready 2017 Fiat 500 Abarth now features ParkSense standard on Cabrio models (available on hatchback) and also a new standard 16-inch aluminum Hyper Black wheel
  - Track-tested, turbocharged and twin-intercooled 1.4-litre MultiAir engine provides Fiat 500 Abarth models with up to 160 horsepower and 183 lb.-ft. of torque; while Abarth-tuned hardware delivers a world-class ride and track-ready durability with a lowered ride height, beefier suspension, larger brakes and wider tires.

## Model lineup

For 2017, the Fiat 500 lineup consists of three models in hatchback and Cabrio versions:

- Pop (Hatchback and Cabrio)
- Lounge (Hatchback and Cabrio)
- Abarth (Hatchback and Cabrio)



### **Exterior Colours**

- Billet Argento (Billet Silver)
- Laser Blu (Laser Blue)
- Bianco (White)
- Giallo Moderna Perla (Modern Yellow Tri-coat Pearl)
- Grigio Cenre (Light Grey)
- Celeste Blue (Light Blue)
- Granito Lucente (Granite Crystal)
- Spitfire Orange
- Latte Menta (Mint Green)
- Rhino
- Nero Puro (Black)
- Rosso (Red)
- Verde Chiaro (Light Green)
- Verde Oliva (Olive Green)
- Bianco Perla (Pearl White Tri-coat)

### **Interior Colours**

- Grigio (Grey)
- Rosso (Red)
- Nero/Grigio (Black/Grey)
- Avorio (Ivory)
- Grigio/Avorio (gray/ivory)
- Marrone (Brown)
- Nero (Black)
- Avorio (Ivory)
- Nero (black)
- Rosso/Nero (Red/Black)



2017 FIAT 500/500c  
AND 500/500C ABARTH  
**OVERVIEW**

### **About FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 92nd anniversary in 2017. FCA Canada is a wholly owned subsidiary of FCA US LLC, 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 and sells Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. 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 and Dodge Grand Caravan (Windsor), 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.

