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It's Showtime: Fiat North America Brings Italian Flavor To Its First North American International Auto Show (NAIAS) With New 2012 Fiat 500 Models

- New 2012 Fiat 500 models at the 24th NAIAS display contemporary styling, beautiful craftsmanship and city-friendly proportions combined with intelligent adaptations for American roads
- New 1.4-liter engine with state-of-the-art MultiAir® technology, invented and patented by Fiat Group, delivers power, fuel efficiency and refinement
- Three models, 14 exterior colors and 14 unique seat color and material combinations will allow customers to configure 'their own' Fiat 500 at www.fiatusa.com
- Starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,500

January 27, 2011, Auburn Hills, Mich. - Fiat North America made its first official debut at the 2011 North American International Auto Show today with a colorful display of seven 2012 Fiat 500 (Cinquecento) models and one historic model. With beautiful Italian styling, timeless functionality, efficient design and innovative technology – the same attributes that made the original version a timeless icon – the new Fiat 500 is relevant for an entirely new generation of drivers.

"Detroit is our home base in America," said Laura Soave, Head of Fiat Brand North America. "With our new 2012 Fiat 500 models marking our first North American International Auto Show appearance, we couldn't have asked for a better way to launch the brand and start the New Year. Loaded with Italian style, the new 2012 Fiat 500 provides our customers with the perfect blend of emotional design, rational appeal, high level of standard features and personalization options for our customers' individuality to be recognized wherever they go."

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

Like the original Cinquecento, the new 2012 Fiat 500 showcases the Fiat 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.

Modernizing the successful formula from its past, the new Fiat 500 caters to an entirely new generation of Americans who want their vehicle to be as engaging, individualized, ecologically responsible and technologically savvy as they are.

This modern-generation Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger A-segment size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with interactive driving software, state-of-the-art BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a driving and ownership experience unlike anything available today. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

New Fiat 500 Pop, Sport and Lounge models

The new 2012 Fiat 500 offers three exciting models infused with style, technology and convenience features to make life on the go more personalized and comforting.

Fiat 500 Pop

Designed for the individual who wants Italian style, efficiency and personalization options, the new 2012 Fiat 500 Pop includes a manual transmission, 15-inch steel wheels with chrome-accented wheel covers and all-season tires, seven standard air bags, air conditioning, AM/FM/CD/MP3 radio with auxiliary audio input, power windows, power door

locks, power heated mirrors, speed control and reconfigurable Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty, average fuel economy and tire-pressure monitoring display (TPM).

The U.S. Manufacturer's Suggested Retail Price (MSRP) of the 2012 Fiat 500 Pop is \$15,500.

Fiat 500 Sport

For the driving enthusiast who demands Italian style with sport-tuned suspension and more convenience features, the new 2012 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 Gray painted pockets and all-season tires, the Fiat 500 Sport incorporates new bodyside sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle's design theme are Performance Red painted brake calipers attached to a sport-tuned suspension, chromed exhaust tip and fog lamps. Inside, the new Fiat 500 Sport features unique sport-styled seating in a Gray/Black interior environment, a BOSE® Energy Efficient Series audio system with six premium speakers and subwoofer, leather-wrapped steering wheel with audio controls, BLUE&ME™ Handsfree Communication technology with USB port, eco:Drive™ Application and iPod control capability.

The U.S. Manufacturer's Suggested Retail Price (MSRP) of the 2012 Fiat 500 Sport is \$17,500.

Fiat 500 Lounge

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the new 2012 Fiat 500 Lounge model features premium amenities (in addition to the Fiat 500 Pop features) including the all-new six-speed automatic transmission with driver-selectable gear changes, front- and rear-fascia chromed accents, chrome mirror caps, fog lamps, fixed glass roof, 15-inch aluminum wheels with all-season tires, premium cloth seats, leather-wrapped steering wheel with audio controls, SIRIUS Satellite Radio, BOSE® Energy Efficient Series audio system with six premium speakers and subwoofer, security alarm, BLUE&ME™ Handsfree Communication technology with USB port, eco:Drive™ Application and iPod control capability.

The U.S. Manufacturer's Suggested Retail Price (MSRP) of the 2012 Fiat 500 Lounge is \$19,500.

Unique style and personalization options

With 14 paint colors available in metallic, non-metallic and premium tri-coat pearl finishes, every new 2012 Fiat 500 will be distinct. In addition, the interior is available in two interior environments (Black or Ivory) with 14 unique seat color and material combinations for an individualized look.

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

Customers are now able to configure their own Fiat 500 on-line at www.fiatusa.com.

Experience Italian design first-hand at NAIAS

The vibrant display of Fiat 500 models will be available to experience starting January 14 at the 2011 Charity Preview and January 15 through January 23 during public days at the show. For more NAIAS information, please visit <http://www.naias.com/the-2011-show/overview.aspx>

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