

## 2012 Fiat 500 Abarth: Design

- New 2012 Fiat 500 Abarth builds on the Abarth brand's tradition of exterior and interior design enhancements added only for performance gain
- Its aggressive exterior is specifically designed for aerodynamic efficiency, improved down force and maximum system cooling
- No-nonsense enthusiast's cockpit provides all that is required for performance driving, as well as everyday driving comfort and convenience
- Iconic Abarth shields pay homage to the brand's racing heritage

November 15, 2011, Auburn Hills, Mich. - The aggressive styling of the new 2012 Fiat 500 Abarth embodies the Abarth brand tradition in full – purposeful and intentional details all designed to improve the car's performance, while enhancing the clean and simple design language of the Cinquecento.

"From the outside, the 2012 Fiat 500 Abarth is designed with the essence of a pure-Italian performance car – functional, purposeful and high-emotion exterior design enhancements, all stylistically blended to improve aerodynamics, engine cooling and road-holding grip," said Roberto Giolito, Head of FIAT and Abarth Style. "Inside, we surrounded the driver with a sporty and technical-styled 'cockpit,' encapsulated with the performance equipment and exclusive details to make the 500 Abarth a world-class performance machine."

### **Aggressive, functional styling**

The new 2012 Fiat 500 Abarth takes the city-friendly proportions and iconic Cinquecento cues of the new Fiat 500 hatchback model further, with a stylistic approach to exterior aerodynamics and high-performance functionality.

To improve aerodynamics — while creating the necessary engine compartment space for the all-new 1.4-liter MultiAir® Turbo engine — the Fiat 500 Abarth's front fascia is more pronounced and pushed 2.7 inches (69 mm) ahead of its signature "whiskers and logo" face, recalling the Abarth stylistic treatments from vintage 850 TC and 1000 TC models.

Continuing the Fiat 500 Abarth's unique front aerodynamic design treatment, the signature "Abarth" shield floats on a finned surface that serves as an additional air intake. Below, the "triptych" of air intakes consists of three inlets with broader openings than the Fiat 500. For a more aggressive look, a blacked-out fascia accent integrates projector-beam fog lamps and helps direct air for engine cooling. Twin "nostrils" are precisely positioned on the front fascia to maximize airflow in and out of the two engine intercoolers (both intercoolers are visible through the "nostril" inlets).

More aggressive Abarth-designed side skirts provide a vertical and athletic profile, while highlighting the iconic curves of the Fiat 500 Abarth. Abarth-designed 16-inch cast-aluminum wheels, or optional 17-inch lightweight forged-aluminum wheels, fill the flared wheel arches and provide ventilation for the performance brake system. In addition, both wheel designs allow visibility of the lacquered Rosso (red) brake calipers.

From the rear, a large liftgate-mounted spoiler extends the roofline of the Fiat 500 Abarth and improves the vehicle's aerodynamic behavior by creating additional down force. Below, the two-piece Abarth-styled rear fascia accentuates the road-holding stance of this high-performance 500 and optimizes airflow output with its black-accented rear diffuser. In addition, symmetric, twin exhaust cutouts deliver a powerful look, while large concentric "double tip" exhausts provide a tuned sound and Abarth-exclusive look.

### **Bold exterior elements**

Paying homage to the brand's racing heritage and vintage Cinquecento-based 595 and 695 Abarth models, iconic Abarth shields are once again positioned on both driver and passenger rear-quarter panels and feature a "shot through" Rosso-Bianco-Verde (red-white-green) tri-color arrow.

For even more Abarth style, optional bodyside exterior decals pay homage to the historic models and provide the new 2012 Fiat 500 Abarth with a track-ready look. Available in Rosso, Nero and Bianco, the signature Abarth triple-stripe logo runs horizontally along the lower bodyside and dissipates into a gradient rearward. Rosso, Nero or Bianco exterior mirror caps also are included to match the stripe.

For maximum customization, the Abarth-designed 17-inch forged-aluminum wheels are available in Hyper Black or optional Bianco paint.

### **Enthusiast-designed cockpit**

Expanding on the no-nonsense design and high attention to detail found on the 2012 Fiat 500, the new Fiat 500 Abarth features a performance-designed cockpit with unique appointments.

The interior design theme of the 2012 Fiat 500 Abarth is an artistic blend of clean lines and functional performance appointments. An Abarth-designed steering wheel features a thick rim, perforated leather and flat bottom to provide the look, feel and increased roominess desired during at-the-limit driving. For easier operation, and to keep the driver's eyes on the road ahead, the Fiat 500 Abarth's steering wheel includes cruise, audio and BLUE&ME™ Handsfree Communication technology controls.

Behind the steering wheel, the Fiat 500 Abarth features a large concentric instrument cluster with 160-mph speedometer, tachometer and trip computer. For a touch of sophistication, the instrument-panel cluster brow is wrapped in Nero leather with Rosso accent stitching.

Unique to the Fiat 500 Abarth is the addition of an analog turbo-boost gauge with integrated LED shift light in the center that illuminates to optimize gear changes.

Integrating the latest in portable vehicle navigation on top of the instrument panel, the available TomTom® navigation with BLUE&ME™ Handsfree Communication technology features a 4.3-inch touchscreen display.

Below the instrument panel, Abarth-designed aluminum pedal covers feature Nero rubber trim for a decidedly racing look, while the Nero leather shift knob with Rosso accent stitching provides a precise feel of the shifter.

Unique Abarth-styled front performance seats feature a one-piece design with large side bolsters, racing-harness pass through, accent stitching around the perimeter and integrated side-thorax air bags. The Fiat 500 Abarth's rear seat is designed to be comfortable for two adults and delivers the high-quality, comfort and craftsmanship executed on the front seats. To highlight that this hatchback is roomy, the rear passengers' upper seatbacks are raised and bolstered for added back support.

For a contemporary and technical look, the Fiat 500 Abarth features the center stack, radio and climate control system, as well as the headliner and pillars finished in Nero, while the four-passenger seating is available in Nero (cloth or leather) or Rosso/Nero (leather) color combinations.

### **Intelligently designed cabin provides maximum interior space**

Thanks to careful analysis of the interior space, designers of the new 2012 Fiat 500 Abarth made an amazingly roomy and capable cabin within its city-friendly size. With built-in storage spaces, including two in the instrument panel, map pockets in the door panels and another below the center console's shifter bezel, this high-performance Cinquecento can quickly and conveniently store mobile devices and travel gear. In addition, the luggage compartment is spacious, providing a maximum of 26.8 cubic feet for gear with the rear seats folded.

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