Contact: General Media Inquiries

Ariel Gavilan

2013 Fiat 500 Abarth: The Ultimate High-performance Small Car with the Pedigree of an Exclusive Italian Exotic

- Turbocharged and twin-intercooled 1.4-liter MultiAir® Turbo engine provides the Fiat 500 Abarth with 160 horsepower, 170 lb.-ft. of torque and is mated to a track-proven five-speed manual transmission
- Abarth-tuned performance hardware delivers world-class ride and track-ready durability with a lowered ride height, beefier suspension, larger brakes and wider tires
- Fiat 500 Abarth builds on the Abarth brand's tradition of exterior and interior design enhancements added only for performance gain
- New for 2013, segment-exclusive integration of Beats by Dr. Dre audio provides the high-definition music experience the way the artist intended
- Heated front seats are now included with Comfort & Convenience Package
- State-of-the-art performance and connectivity technologies are intelligently integrated into the cockpit-designed interior of the Fiat 500 Abarth
- More than 35 safety and security features keep passengers connected, comfortable and secure
- Starting at $22,000, the Fiat 500 Abarth unleashes legendary Italian performance onto American streets and includes a segment-exclusive full-day Abarth Driving Experience

August 31, 2012, Auburn Hills, Mich. - Faithful to the "small but wicked" saying coined for Karl Abarth's cars in the 1960s, the 2013 Fiat 500 Abarth embodies the racing traditions that have made it a success on European roadways and racetracks — world-class performance and precision, purposeful and aggressive styling, high power-to-weight ratio and limited-production volume.

Building on the excitement of the 2013 Fiat 500 (Cinquecento), the Fiat 500 Abarth is 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-liter MultiAir® Turbo engine, Abarth-tuned suspension and brake systems, race-inspired design, and technology features not traditionally included on a small car, the 2013 Fiat 500 Abarth unleashes the brand's legendary performance heritage to American streets.

"Abarth treatment" and tradition continue to deliver extraordinary results

In the late 1950s, Karl Abarth believed that race cars with brilliant performance could be derived from small, lightweight, everyday driving cars — including the original Cinquecento (500). And his tradition of track-ready small cars continues today by utilizing the 2013 Fiat 500 Sport as a base point for the high-performance Fiat 500 Abarth.

Staying faithful to the performance principles that made the Abarth name a success, the 2013 Fiat 500 Abarth continues the brand's motorsport traditions, including:

- Everyday Performance Car
    - Track-ready capability, high horsepower-per-liter engine, combined with the quality, efficiency and refinement expected in a world-class small car
- Competitive
    - Benchmark levels of performance, track-proven reliability and durability
- Aggressive

        - Purposeful and functional performance design, Abarth-tuned powertrain control module (PCM) and performance-tuned exhaust with menacing sound
    - Attainable
        - State-of-the-art powertrain and chassis technology once limited to premium-priced performance cars
    - Racing Heritage
        - More than 60 years of performance and competition tuning, including active international series races today

117 horsepower-per-liter with new 1.4-liter MultiAir Turbo engine

Taking a page from Karl Abarth's extensive experience to increase the power and durability of the original Cinquecento's engine for racing use, the 2013 Fiat 500 Abarth features a turbocharged variant of the proven 1.4-liter MultiAir engine for increased horsepower, torque and performance.

Compared with the Fiat 500's naturally-aspirated 1.4-liter MultiAir engine, the boost to 160 horsepower on the Fiat 500 Abarth is largely due to its single turbocharger that operates off engine exhaust and utilizes energy that would normally be wasted through the tailpipe. The turbocharger spins up to 230,000 rpm to convert exhaust heat and pressure to a rotational force that drives a compressor. The compressor draws cool air and pumps it into the intake manifold at increased pressure (maximum 18 psi / 1.24 bar) that results in a greater amount of air in the cylinder and, hence, more power.

The 1.4-liter MultiAir Turbo's induction system includes two intercoolers located behind the driver- and passenger-side air inlets of the Abarth-styled front fascia. The intercoolers are designed to remove heat in the air charge that the turbocharger generates while compressing incoming air (higher air density for more power). Reducing heat provides a cooler, denser air charge that helps increase the potential for more power.

Other high-performance engine component upgrades include an Abarth-designed fresh-air intake system with high-flow air filter and smooth-flowing plumbing for maximum power. And to make sure the engine is operating with minimal exhaust gas restriction, an Abarth-designed concentric "double-tip" dual-exhaust system delivers a high-performance look with menacing Abarth-tuned sound.

Developed for high-output applications, the Fiat 500 Abarth is equipped with the track-proven C510 five-speed manual transmission. Proven on the European 500 Abarth models, this transmission features a 3.35 final-drive ratio for quick acceleration and faster top speed, while maintaining fuel efficiency.

Designed to handle the increased torque loads, the Fiat 500 Abarth's C510 transmission includes an intermediate shaft with equal-length half shafts to mitigate torque steer. Compared with the Fiat 500, the 500 Abarth features 23 percent larger half shafts (28.1 mm diameter vs. 22.8 mm diameter in the Fiat 500) for increased strength and to reduce torsional stress in the driveline during performance driving on the road or track. To handle the increased power and torque of the 1.4-liter MultiAir Turbo engine, larger constant velocity (CV) joints with 53 percent greater torsional strength (2600 N•m vs. 1700 N•m in the Fiat 500) deliver added durability and refinement.

Track-tested performance hardware for track-ready performance

Like the European model, the 2013 Fiat 500 Abarth is designed, engineered and tested to deliver the high-performance driving and enduring capabilities needed for track use.

The 2013 Fiat 500 Abarth features an enhanced front- and rear-suspension design to deliver the precision handling, steering and refinement needed for high-performance driving. At the front, the Fiat 500 Abarth features a unique MacPherson suspension design with a 40 percent stiffer spring rate and 0.6-inch (15 mm) lower ride height (compared to the Fiat 500 Sport) for improved handling and minimal body roll. Abarth-designed cast-iron front lower control arms provide improved lateral stiffness, while an increase in negative camber to -1.5 degrees delivers improved grip and steering precision. In addition, dual-valve Frequency Selective Damping (FSD) KONI front-shock absorbers deliver road control and maximum grip, while actively filtering out high-frequency suspension inputs from uneven road surfaces to adjust for comfort and smoothness.

The beefier rear-suspension design of the Fiat 500 Abarth takes the Fiat 500 Sport model's (already 300 percent

stiffer than the European Fiat 500) twist-beam design further, with a 40 percent more torsionally rigid rear axle with strengthened coil-spring supports for greater durability. A 0.87-inch (22 mm) Abarth-specific solid rear stabilizer bar increases cornering grip. For improved handling, minimal body roll and ride-height control (when fully loaded), the new Fiat 500 Abarth features 20 percent stiffer rear springs with 0.6-inch (15 mm) lower ride.

The Fiat 500 Abarth features a 15.1:1 (up from 16.3:1) steering-gear ratio for 10 percent quicker steering to enhance responsiveness, maneuverability and high-performance feel. Compared to the Fiat 500 Sport, the 500 Abarth features a uniquely tuned electronic power steering (EPS) calibration for increased steering response and feedback.

The Fiat 500 Abarth features a high-performance brake system with semi-metallic brake linings at all four corners, with larger 11.1-inch ventilated rotors for greater stopping power (up from 10.1-inch). Both front and rear brake calipers are lacquered in Rosso (red) paint for an athletic look. An Abarth-tuned electronic stability control system (ESC) features a three-mode calibration to maximize the Fiat 500 Abarth's handling capabilities on and off the track. When ESC is selected from "On" to "Partial Off" or "Full Off" on the instrument panel, the 500 Abarth's innovative Torque Transfer Control (TTC) system maximizes throttle performance during on-throttle cornering.

Standard on the Fiat 500 Abarth are 16 x 6.5-inch cast-aluminum wheels with 195/45 R16 Pirelli Cinturato P7 tires that deliver all-season traction and low-noise characteristics. For even more performance, larger and wider 17 x 7-inch forged-aluminum wheels keep this Cinquecento lightweight at each corner and feature high-performance three-season Pirelli P-Zero Nero tires with a 205/40 R17 size for a wider stance and reduced profile for improved handling.

Exterior and interior design enhancements added only for performance gain
The aggressive styling of the 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.

To improve aerodynamics — while creating the necessary engine compartment space for the 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. For additional air intake, the signature "Abarth" shield floats on a finned surface and a larger intake below consists of three inlets with broader openings than the Fiat 500. For a more aggressive look, 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 give the Fiat 500 Abarth an athletic profile, while 16-inch or optional 17-inch lightweight forged-aluminum wheels fill the flared wheel arches and provide ventilation for the performance brake system.

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.

The interior design theme of the 2013 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 (black) leather with Rosso (red) 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.

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.

New Beats by Dr. Dre audio system adds to Fiat 500 Abarth's innovative technologies

Beats by Dr. Dre

New for 2013, the segment-exclusive-and first-time-ever in a small car-integration of Beats by Dr. Dre audio system offers passengers of the Fiat 500 Abarth 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.

Abarth-tuned "Sport" mode

The Fiat 500 Abarth features a standard-equipped "Sport" mode calibration for more engaging driving. Should the driver select Sport mode on the instrument panel, the Abarth-tuned powertrain control module (PCM) unleashes the full power of the 1.4-liter MultiAir Turbo with linear throttle response and a more performance-weighted steering feel. When Sport mode is not engaged, the Fiat 500 Abarth returns to "Normal" mode and limits the torque in first and second gears to enhance fuel efficiency and minimize CO_2 emissions.

Abarth shift light with turbo-boost gauge

An additional benefit of the Abarth-tuned PCM is the addition of a driver's shift light with turbo-boost gauge mounted left of the instrument cluster. Should the driver choose to switch to "Sport" mode, the Fiat 500 Abarth's LED-illuminated shift light flashes as the engine speed approaches the redline — giving the immediate feedback needed on the track or during high-performance driving.

BLUE&ME Handsfree Communication technology

Developed as a collaboration between FIAT and Microsoft, BLUE&ME Handsfree Communication technology is an in-vehicle, voice-activated communication system that allows the Fiat 500 Abarth driver to operate a Bluetooth-compatible phone while keeping his or her hands on the wheel and eyes on the road. Using a series of voice commands, the driver can place phone calls, access the phone's address book or listen to MP3s. BLUE&ME Handsfree Communication technology supports most mobile phones with Bluetooth technology.

Innovative TomTom navigation

With the available TomTom navigation with BLUE&ME Handsfree Communication technology, the Fiat 500 Abarth integrates an innovative 4.3-inch (10.9 cm) TomTom portable navigation device that docks on top of the instrument panel. With its large touchscreen, simple map displays with available real-time traffic, weather and points of interest, TomTom Navigation with BLUE&ME Handsfree Communication technology is intuitive for the driver to use. And with its direct integration into the Fiat 500 Abarth's interior system, the driver is able to use steering-wheel-mounted controls to make operation even easier.

More than 35 safety and security features including Abarth-tuned electronic stability control (ESC)

State-of-the-art connectivity and more than 35 safety and security features keep passengers of the 2013 Fiat 500 Abarth connected, comfortable and secure.

The Fiat 500 Abarth features seven standard air bags, including driver and front-passenger advanced multi-stage air bags, driver's knee air bag, full-length side-curtain air bags and standard seat-mounted side pelvic-thorax air bags, all offering enhanced protection to all occupants in the event of a collision.

In addition, the Fiat 500 Abarth features a unique three-mode ESC system standard for improved braking performance in wet or panic conditions. The Abarth-tuned ESC system features a three-mode calibration including "ESC On" to "ESC Partial Off" and enthusiast-desired "ESC Full Off."

Abarth Driving Experience for new owners

Included in the $22,000 Manufacturer's Suggested Retail Price (MSRP, not including $700 destination) of each 2013 Fiat 500 Abarth is the opportunity for new owners to attend a segment-exclusive driving experience at no additional charge. The Abarth Driving Experience is an entire day of full-throttle training, guided by professional instructors from the Richard Petty Driving Experience to ensure fun and top-level instruction in a safe and structured setting.

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com