

Contact: General Media Inquiries  
Ariel Gavilan

## 2013 Fiat 500e: Design

- All-new Fiat 500e pushes its iconic Italian design forward with its wind-tunnel-sculpted shape and purposeful electric vehicle (EV) cues for a cutting-edge look
- Inside, 2013 Fiat 500e blends retro-futuristic design with unique EV technological elements for an environment that fuses simplicity with innovation
- Inspired by 1960s Italian furniture and print design, the graphical dot-matrix, circular-gradient pattern is reinterpreted to provide the Fiat 500e with a state-of-the-art look
- Segment exclusive e-Sport Package features a blacked-out exterior and interior appearance with contrasting Electrico Arancione (Electric Orange) accents for a high-voltage look

November 27, 2012, Los Angeles - With its iconic proportions, wind-tunnel-sculpted Italian curves and graphically enhanced design elements, the all-new 2013 Fiat 500e redefines electric vehicle (EV) styling while adding to the Cinquecento's global reputation of automotive efficiency for more than 55 years. And with the available e-Sport Package, the Fiat 500e adds a more aggressive blacked-out appearance that hints at its athletic character.

"Designers are always anticipating what the future could look like, and for the all-new Fiat 500e, we went back and looked at contemporary design themes that surfaced around the time of the historic Cinquecento," said Roberto Giolito, Head of FIAT Style. "With its dot-matrix gradient patterns, Electrico Arancione accents and aerodynamically enhanced Cinquecento silhouette, the all-new Fiat 500e takes a retro-futuristic approach to match its advanced propulsion and zero-emission powertrain."

### **Improved aerodynamics via retro-futuristic styling cues harking back to 1960s-era design**

The all-new 2013 Fiat 500e takes the city-friendly proportions and iconic Cinquecento cues of the Fiat 500 hatchback model further with purposeful aerodynamic treatment and retro-futuristic styled design cues to highlight its environmentally friendly battery-electric capability.

For designers and engineers of the Fiat 500e, minimizing drag while keeping the iconic styling of the Cinquecento was of the utmost importance. The recognizable Fiat 500 physiognomy – its "whiskers and logo" face with bi-halogen headlamps and lower park and fog lamps – continue the FIAT brand's familiar DNA. Below, a two-piece front fascia features a uniquely sculpted surface for minimal drag, while providing the necessary airflow inlets to cool the 500e's electrical components. With its lower dot-matrix patterned fascia, the all-new Fiat 500e recalls a futuristic theme that was present during the popularity of the original Cinquecento's birth. For added detail, the fascia insert features projector-beam fog lamps and the "500e" logo.

Unique to the Fiat 500e, designers developed wind-tunnel-sculpted front and rear fascias, exterior mirror caps, side sills, and introduced a liftgate mounted aero spoiler extending the vehicle's roofline. All of these elements work to reduce the Fiat 500e's drag coefficient and improve the vehicle's aerodynamic performance. The vertically enhancing side sills also tie in the gradient pattern and "500e" logo from the front fascia. Below, the two-piece rear fascia echos the dot-matrix styled diffuser and "500e" logo featured on the front of this electrified Cinquecento.

A Fiat 500e exclusive wheel design features a premium painted Argento (silver) face with Nero (black) finished aero inserts. Unique 15 x 5.5-inch (front) and 15 x 6.5-inch (rear) wheel fitments feature a flush design for optimal aerodynamics.

### **More than 140 hours of wind-tunnel sculpting for a 13 percent aero improvement**

For the all-new Fiat 500e to achieve a 0.311 coefficient of drag (Cd) (compared to the 2013 Fiat 500 Lounge model's

0.359 Cd), eight exterior refinements were developed in the wind tunnel to enable the 48 count drag reduction. The result of hours of wind-tunnel testing is a design that enables this battery-electric Cinquecento to achieve an additional five miles of range.

The 2013 Fiat 500e's eight functional exterior system improvements include:

- Front fascia sealing
- Aerodynamically optimized front fascia design
- Flush profile 15-inch aluminum wheels
- Streamlined exterior mirror caps
- Under vehicle bellypans
- Wind-tunnel-sculpted side sills
- Drag reducing rear fascia design
- Liftgate-mounted aerodynamic spoiler

### **Three head-turning exterior appearances, including the “high voltage” styled e-Sport Package**

Keeping with the FIAT brand's tradition of personalization, the all-new 2013 Fiat 500e offers three exciting exterior appearances:

#### Nero

- Included with the Fiat 500e's Nero interior environment, this Cinquecento features front and rear lower dot-matrix patterned fascia accents painted in Nero, along with body-color spoiler and mirror caps
- Available in Argento, Grigio (gray), Bianco Perla (pearl white) and Nero exterior paint

#### Bianco Perla

- With the Fiat 500e's optional Steam (white) interior environment, this Cinquecento features front and rear lower dot-matrix patterned fascia accents, spoiler and mirror caps painted in tri-coat Bianco Perla paint
- Available in Argento, Grigio, Bianco Perla, Nero and exclusive Electrico Arancione Perla (Electric Orange Tri-coat paint)

#### e-Sport Package

- Offering customers an EV with an aggressive exterior attitude, the 2013 Fiat 500e with e-Sport Package features the first “blacked-out” styled EV in the segment. Paired with the Nero interior environment, this Cinquecento includes front and rear lower dot-matrix patterned fascia accents painted in Nero, headlamp, park lamp and tail lamp surrounds in Nero, uniquely finished cast-aluminum wheels painted Nero with Electrico Arancione Perla accented inserts, Electrico Arancione Perla mirror caps and gradient-style lower bodyside graphic for a high-voltage look
- Available in Argento, Grigio, Bianco Perla and Nero exterior paint

### **Interior environment styled around simplicity and innovation**

Expanding on the no-nonsense design and high attention to detail found on the Fiat 500, the all-new 2013 Fiat 500e features a retro-futuristic interior environment in Steam or Nero with Electric Orange accents and unique EV technology elements for an environment that ties in to its high-tech propulsion system.

Communicating that this battery-electric Cinquecento is fun-to-drive, a Steam or Nero thick-rim steering wheel features a unique Electric Orange leather inner accent. For easier operation, and to keep the driver's eyes on the road ahead, the steering wheel includes cruise, audio and BLUE&ME Handsfree Communication technology controls.

Behind the steering wheel, an all-new 7-inch thin-film transistor (TFT) display provides increased functionality with more attractive and intuitively delivered information of the power gauge, driving range and state of charge. In addition, the new Electronic Vehicle Information Center (EVIC) utilizes its full-color capabilities with the use of picture graphics to illustrate vehicle functions including a trip computer, tire-pressure monitoring and vehicle status messaging system. Integrating a convenient and portable vehicle navigation solution, the available TomTom navigation pairs with the Fiat 500e's standard BLUE&ME Handsfree Communication technology and features a 4.3-inch touchscreen display mounted on top of the instrument panel. Below its instrument panel bezel, the 2013 Fiat 500e includes an all-new electronic shifter with easy-to-use, push-button transmission mode selection.

The 2013 Fiat 500e also includes leatherette seating in corresponding Steam or Nero that ties in the dot-matrix pattern through a two-layer cloth design with accented Nero or Bianco showing through the gradient. For added style, both Steam- and Nero-colored seats feature an Electric Orange accent on the seat cushion and are stitched together in the high-voltage accent color. Unique to the Steam seats are head restraints and door arm rests in Electric Orange, while a two-tone Bianco/Nero door design adds even more design character to the Fiat 500e.

Thanks to careful analysis of the interior space, designers of the Fiat 500e 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-tech Cinquecento can quickly and conveniently store mobile devices and travel gear.

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