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2013 Fiat 500e: Marketing

- All-new 2013 Fiat 500e builds on the Cinquecento legacy of city-friendly, environmentally responsible and fun-to-drive small cars
- Fiat 500e is designed to keep electric vehicle (EV) ownership simple with its familiar no-nonsense design, convenience features and intelligently integrated approach to battery-electric propulsion
- More than 80 miles of estimated range, with city driving range typically greater than 100 miles
- e-Sport Package adds athletic style to the Fiat 500e's handling capabilities with a blacked-out exterior appearance with contrasting Electrico Arancione Perla (Electric Orange Tri-coat) accents

November 27, 2012, Los Angeles - With its iconic style, world-class dynamics and environmentally responsible zero-emissions design, the all-new 2013 Fiat 500e builds on the Cinquecento legacy, while offering customers a no-compromise electric vehicle (EV) that embodies the FIAT brand's simple, purposeful and fun-to-drive values.

"The all-new Fiat 500e expands our Cinquecento lineup with its electrified personality and simplified approach to electric vehicles, illustrating yet again how our Italian icon is, and always will be, the right car at the right time," said Matt Davis, Head of FIAT Brand product marketing, Chrysler Group LLC. "And with its battery-electric powertrain, innovative technology features and zero emissions, the new Fiat 500e exemplifies the FIAT brand's commitment to environmentally responsible design."

Keeping EV ownership simple

During the development of the all-new Fiat 500e, designers and engineers ensured that the electrified Cinquecento would not compromise on the brand's core values: simple, purposeful and fun. The result, the best of the Fiat 500's familiar no-nonsense design and engaging dynamics – plus an intelligently integrated approach to electric propulsion and innovative connectivity features.

Loaded with standard technologies and convenience features

The 2013 Fiat 500e takes an "all-in" approach to technology, convenience features and purposeful styling appointments. Standard equipment on the Fiat 500e includes:

Innovative technologies

- More than 80 miles of estimated range, with city driving range typically greater than 100 miles
- 111 horsepower (83 kW) electric-drive motor
- Less than 4 hour charge time with Level 2 (240 volt) on-board charging module (OBCM)
- 24 kWh hour liquid-cooled/heated lithium-ion battery
- Power inverter module (PIM) for DC-to-AC and DC-to-DC
- Push-button e-shift transmission
- Regenerative brake system
- 15-inch Firestone Firehawk GT low-rolling-resistance tires
- LED-illuminated state-of-charge indicator visible through windshield
- 7-inch thin-film transistor (TFT) instrument cluster with Electronic Vehicle Information Center (EVIC)
 - Power gauge with real-time feedback
 - Primary speedometer and trip computer
 - State-of-charge indication
- Fiat 500e Smartphone App (compatible with iPhone or Android)

- Vehicle status
- Manage charging and preconditioning (remote start and charge now)
- Driver's energy consumption tracking
- GPS enabled route planning, location of nearby charging stations and ability to send destination to car
- Text-messaging alerts
- Includes 3 years of connected services
- TomTom Navigation with voice activated commands, EV friendly route planning, power meters and battery driving-range indicators

Comfort and convenience

- Premium heated (front) leatherette/cloth seats
- BLUE&ME Handsfree Communication technology with USB and iPod control
- SiriusXM Radio (with one-year subscription)
- Alpine premium audio system with six speakers and 276-watt amplifier
- Automatic climate control
- Leather-wrapped steering wheel with audio and cruise controls
- Power windows, door locks, mirrors and locking charge port door
- Auto-dimming rear-view mirror
- Cargo compartment organizer with covered load floor to accommodate charge cord and tire-inflator kit

Safety and security

- Seven airbags
 - Advanced multistage driver and front-passenger
 - Front and rear side-curtain
 - Driver inflatable knee air bag
 - Driver and front-passenger seat-mounted side air bags (pelvic-thorax)
- Bi-halogen headlamps
- Daytime running lamps (DRL)
- Audible pedestrian warning system
- Active head restraints
- ParkSense rear park assist
- Electronic stability control (ESC)

e-Sport Package: an EV with athletic attitude

Adding a menacing look to the 2013 Fiat 500e, the segment's first e-Sport Package rewrites the EV rule book, offering the most fun-to-drive EV with an athletic and aggressive personality.

"We started with a no-compromise approach, designing the Fiat 500e to appeal to customers looking for a gasoline- and emissions-free alternative, while embracing the dynamic Cinquecento qualities our driving enthusiasts enjoy," added Matt Davis. "Like the dual personalities we offer with our Fiat 500 and Fiat 500 Abarth model range, the all-new Fiat 500e with e-Sport Package illustrates our brand's athletic attitude paired with highly capable handling to deliver a bold and exciting entry into the EV segment."

The e-Sport Package includes blacked-out headlamp, park lamp and tail lamp surrounds in Nero (black), staggered 15-inch aluminum wheels in Nero with Electrico Arancione Perla (Electric Orange Tri-coat paint) accents and bodyside graphic and matching mirror caps.

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