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## The FIAT Brand Partners with Condé Nast for the Limited-edition Fiat 500c GQ Edition

- New 2014 Fiat 500c GQ Edition continues the brand's tradition of premium, limited-production lifestyle cars for discerning customers
- FIAT brand fashioned a GQ Edition Cinquecento with world-class performance and Italian design tailored with custom appointments
- Special edition is powered by the 1.4-liter MultiAir® Turbo engine

August 15, 2013, Auburn Hills, Mich. - Surrounded by some of the most influential Italian automotive designs, Concorso Italiano provided the perfect setting for the FIAT brand to debut its latest Cinquecento (500) cabrio model: the powerful yet tailored 2014 Fiat 500c GQ Edition. GQ's style leadership of the modern man inspired the FIAT brand to create a new Fiat 500 variant that continues the brand's tradition of fashionable, limited-production lifestyle cars for the discerning customer.

"The new Fiat 500c GQ Edition showcases the design talents of the FIAT brand and the inspiration of the style authority of GQ, to highlight how the brand continues to push the envelope when it comes to lifestyle partnerships with like-minded brands," said Jason Stoicevich, Head of FIAT Brand for North America, Chrysler Group LLC. "The FIAT brand created a limited-production edition with custom appointments that reflect an individual who always looks sharp, lives smart and finds freedom through the precision and turbocharged power of a driver's car."

"This partnership represents what Condé Nast does best – innovative and strategic custom solutions designed to engage our audience of super-influencers," said Lou Cona, President of the Condé Nast Media Group and Chief Revenue Officer, Condé Nast.

### **Fiat 500c GQ Edition: designed for the athletic yet style-conscious lifestyle of the modern man**

FIAT brand designers strived to capture the essence of the GQ man by creating a Cinquecento that reflects an athletic yet style-conscious lifestyle. Hence, the new 2014 Fiat 500c GQ Edition incorporates world-class performance and Italian design, fashioned with appointments for a sharply tailored appearance.

Outside, the Fiat 500c GQ Edition requires a more pronounced front fascia with larger air intakes to maximize airflow to the 1.4-liter MultiAir® Turbo engine. Performance-styled side sills provide this Cinquecento's iconic silhouette with a more athletic profile. For a one-of-a-kind look, new 16-inch split five-spoke aluminum wheels feature a sculptural design and are finished in Hyper Nero (black) with a Rosso (red) center cap and accenting inner backbone. A cloth-top mounted spoiler extends the roofline and contributes to deliver the downforce needed for spirited handling. Below, a rear-fascia diffuser neatly integrates the dual exhaust system. Completing the performance look are Gloss Nero headlamp, taillamp and parking lamp bezels, along with a distinctive "GQ 500" badge located on the B-pillar.

With just the push of a button, the Fiat 500c GQ Edition's power-operated cloth top retracts up to the rear spoiler during speeds up to 60 mph (a midway point can be chosen by pressing the button anytime in between). Press the roof button again, and the premium Nero fabric roof will fold all the way open and tuck neatly behind the rear head restraints (up to 50 mph).

Inside, the Fiat 500c GQ Edition integrates functional performance appointments, premium materials and unique color treatments. At the forefront, a thick-rim three-spoke steering wheel is wrapped in Nero leather and features a contrasting Steam (white) inner leather ring. A large concentric instrument cluster with 160-mph speedometer, tachometer and trip computer sits behind the steering wheel and features a Nero leather-wrapped cluster brow

finished with Tungsten accent stitching. At the center, a Nero shift knob is sewn together with Tungsten accent thread. For a touch of sophistication, GQ Edition-specific satin chrome interior accents throughout provide an upscale look.

The Fiat 500c GQ Edition features specially designed sport seats that accentuate style and strength, like a hand-tailored tuxedo. Nero leather is wrapped tightly to the contoured seat bolsters. Alcantara inserts and a Steam leatherette center stripe on the seat cushion provide added texture and contrast, while Tungsten accent stitching and a “GQ” embossed in the seatbacks exude craftsmanship. For even more fashionable style, the instrument panel bezel is paired to the exterior color, with a matte finish.

To make sure that the style appointments are matched by an athletic performance, the new Fiat 500c GQ Edition features the track-proven 1.4-liter MultiAir Turbo engine delivering 160 horsepower and up to 170 lb.-ft. of torque to drop 0-to-60 mph bursts to the low 7-second range. The engine is matched with a performance five-speed manual transmission.

The 2014 Fiat 500c GQ Edition will be available in Nero Puro (straight black), Argento (silver), Granito Lucente (granite crystal) and Bianco (white) exterior colors. This hot new cabrio is scheduled to arrive to FIAT studios nationwide in early 2014.

#### **About FIAT Brand**

The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento — a small car that lives big. Italian at heart and rooted in a rich heritage, the Fiat 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle’s global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 countries around the world. In addition to success on the sales front, the Fiat 500 has earned more than 80 international awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year and Best New Engine of 2010 (Fiat MultiAir® Turbo). In the U.S., the 2012 Fiat 500 was named “Best Buy” in the subcompact category by Consumers Digest and was deemed a “Top Safety Pick” by the influential Insurance Institute for Highway Safety (IIHS). This year, the 2013 Fiat 500 was named to the “10 Coolest New Cars Under \$18,000” list by Kelley Blue Book’s KBB.com.

The FIAT brand portfolio in North America continues to expand. In 2013, the FIAT brand launched the high-performance Fiat 500 Abarth Cabrio, the fully-electric Fiat 500e and the Fiat 500L, an all-new five-passenger model that expands FIAT’s brand style and efficiency into the growing B-segment.

#### **About Condé Nast**

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