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## **The Ultimate in Affordable High-performance Italian Cars: 2014 Fiat 500 Abarth and Abarth Cabrio**

- Track-tested, turbocharged and twin-intercooled 1.4-liter MultiAir engine provides the Fiat 500 Abarth and Abarth Cabrio with 160 horsepower, up to 170 lb.-ft. of torque and is mated to a race-proven five-speed manual transmission
- Fiat 500 Abarth Cabrio (500c) features a clever open-top design for a high-performance four-passenger cabrio experience
- Abarth-tuned performance hardware delivers world-class ride and track-ready durability with a lowered ride height, beefier suspension, larger brakes and wider tires
- Continuous improvements: revised passenger seat sits 1 inch (25 mm) lower for increased headroom and now offers seat memory and arm rest
- Both Abarth models include a segment-exclusive full-day Abarth Driving Experience

August 31, 2013, Auburn Hills, Mich. - The Fiat 500 Abarth brought world-class performance and precision, purposeful and aggressive styling, high power-to-weight ratio and limited-production volume to the small-car segment in North America. Adding even more excitement to the "small but wicked" lineup, in 2013 the Fiat 500 Abarth Cabrio (500c) arrived, harking back to the open-air track cars of the 1960s. The Abarth models provide one of the most visceral driving experiences in the industry, inspired by the racing traditions that made Abarth a success on international racetracks.

### **Continuous improvements to style and functionality**

For 2014, the Fiat 500 Abarth and Abarth Cabrio models feature new multi-spoke 16-inch aluminum wheels finished in Hyper Nero (black) and wrapped in 195/45 R16 Pirelli Cinturato all-season performance tires as standard equipment.

In addition, both Fiat 500 Abarth and Abarth Cabrio models include a revised passenger seat that sits 1 inch (25 mm) lower for increased headroom. For even more comfort and convenience, the passenger seat now includes an arm rest, along with seat position memory with the tilt/slide handle.

New colors for the Fiat 500 Abarth and Abarth Cabrio lineup include Granito Lucente (granite crystal) and Nero Puro (straight black).

### **Open-air freedom with an intelligent power cloth top and rigid structural design**

With the Fiat 500 Abarth's high-performance DNA intact, the 2014 Fiat 500c Abarth is engineered with the same track-proven attributes that have made the hatchback model a success on European and North American roadways and racetracks, but now brings even more fresh air and the unmistakable Abarth-tuned exhaust note into the cabin.

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

For access to the Fiat 500c Abarth's trunk, premium "parallelogram" liftgate hinges conveniently position the liftgate out of the way, while the power-operated cloth top automatically retracts back to the rear-spoiler position to avoid any obstruction.

In addition to its cleverly designed multi-position power-retractable cloth top, the Fiat 500c Abarth's fully stamped bodyside silhouette retains the iconic Cinquecento form while delivering added structural strength. In addition, its longer windshield and minimized header design maximize rear-seated passengers' outward visibility while minimizing cabin turbulence.

#### **“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 with the high-performance Fiat 500 Abarth and Abarth Cabrio.

Staying faithful to the performance principles that made the Abarth name a success, the Fiat 500 Abarth and Abarth Cabrio embody the brand's motorsport traditions and include:

- 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

#### **1.4-liter MultiAir Turbo engine with 117 horsepower per liter**

The 2014 Fiat 500 Abarth and Abarth Cabrio feature the track-proven 1.4-liter MultiAir Turbo engine for 160 horsepower, up to 170 ft.-lb. of torque and 0-to-60 mph performance in the low 7 second range.

Compared with the naturally aspirated 1.4-liter MultiAir engine, the boost to 160 horsepower on the Fiat 500 Abarth and Abarth Cabrio 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 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 and Abarth Cabrio are 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 delivering up to an EPA estimated 34 mpg on the highway.

Designed to handle the increased torque loads, the C510 transmission includes an intermediate shaft with equal-length half shafts to mitigate torque steer. Compared with the naturally aspirated Cinquecento, the Fiat 500 Abarth

and Abarth Cabrio feature 23 percent larger half shafts (28.1 mm diameter vs. 22.8 mm diameter in the Cinquecento) 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 (2,600 N•m vs. 1,700 N•m in the Fiat 500) deliver added durability and refinement.

### **Track-ready performance hardware**

The Fiat 500 Abarth and Abarth Cabrio are designed, engineered and tested to deliver the high-performance driving and enduring capabilities needed for track use.

Like the Fiat 500 hatchback, the Fiat 500 Abarth and Abarth Cabrio feature an enhanced front and rear suspension design to deliver the precision handling, steering and refinement needed for high-performance driving. Compared to the Fiat 500, the Abarth models features a unique MacPherson suspension design with stiffer front spring rates and 0.6-inch (15 mm) lower ride height 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 twin-tube struts 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 and Abarth Cabrio takes the Cinquecento model's (already 300 percent stiffer than the European Fiat 500) twist-beam design further, with a torsionally rigid rear axle designed 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 Fiat 500 Abarth and Abarth Cabrio feature stiffer rear springs with 0.6-inch (15 mm) lower ride.

Delivering 10 percent quicker steering, enhanced responsiveness, maneuverability and high-performance feel, the Fiat 500 Abarth and Abarth Cabrio features a 15.1:1 (up from 16.3:1) steering-gear ratio. Compared to the standard Cinquecento models, the Fiat 500 Abarth and Abarth Cabrio feature a uniquely tuned electronic power steering (EPS) calibration for increased steering response and feedback. In addition, a road-crown and crosswind algorithm automatically compensates for temporary situations where there is a constant push of the car to one side or another, assisting the driver against such conditions.

The Fiat 500 Abarth and Abarth Cabrio feature a high-performance brake system with semi-metallic brake linings at all four corners and 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 three calibration modes to maximize handling capabilities on and off the track. When ESC is selected from "On" to "Partial Off" or "Full Off" on the instrument panel, the Fiat 500 Abarth and Abarth Cabrio's innovative torque transfer control (TTC) system maximizes throttle performance during on-throttle cornering.

Standard on the Fiat 500 Abarth and Abarth Cabrio 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 and Abarth Cabrio embody 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 and the necessary engine compartment space for the 1.4-liter MultiAir Turbo engine, the Fiat 500 Abarth and Abarth Cabrio feature a more pronounced front fascia. 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 standard Cinquecento models. 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).

Abarth-designed side skirts give 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, an aggressively styled Abarth-specific cloth-top-mounted spoiler extends the roofline and improves the Abarth Cabrio's aerodynamic behavior by creating additional downforce. Below, the two-piece Abarth-styled rear fascia accentuates the road-holding stance and optimizes airflow with its rear diffuser. Integrated behind the diffuser, the low-restriction Abarth-tuned exhaust system features concentric "double tips" and the signature Abarth-tuned sound.

The interior design theme of the Fiat 500 Abarth and Abarth Cabrio 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. A large concentric instrument cluster with 160-mph speedometer, tachometer and trip computer sits behind the steering wheel and features a leather-wrapped cluster brow wrapped in Nero leather with Rosso accent stitching. To the left, an analog turbo-boost gauge has an integrated LED shift light in the center that illuminates an instant before redline 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, a racing-harness pass through, accent stitching around the perimeter and integrated side-thorax air bags. To highlight that this cabrio has the most interior space, rear-seat legroom and shoulder room among key competitors, the rear passengers' upper seatbacks are raised and bolstered for added back support.

#### **Beats by Dr. Dre audio adds to Fiat 500 Abarth and Abarth Cabrio's innovative technologies**

##### Beats by Dr. Dre

Beats by Dr. Dre audio system offers passengers of the Fiat 500 Abarth and Abarth Cabrio models 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 8-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm.

##### Abarth-tuned "Sport" mode

The Fiat 500 Abarth and Abarth Cabrio feature a "Sport" mode calibration for more engaging driving. Should the driver select Sport mode on the instrument panel, the Abarth-tuned PCM unleashes the full power of the 1.4-liter MultiAir Turbo (torque increases from 150 ft.-lb. to 170 ft.-lb.) with linear throttle response and a more performance-weighted steering feel. When Sport mode is not engaged, the Cabrio returns to "Normal" mode and limits the torque in first and second gears to enhance fuel efficiency and minimize CO2 emissions.

##### Abarth shift light with turbo-boost gauge

An additional benefit of the Abarth-tuned PCM is the 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 and Abarth Cabrio'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

BLUE&ME Handsfree Communication technology is an in-vehicle, voice-activated communication system that allows the 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 and access the phone's address book. 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 and Abarth Cabrio integrate an innovative 4.3-inch 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 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 Fiat 500 Abarth and Abarth Cabrio connected, comfortable and secure.

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

In addition, a unique three-mode ESC system is 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 with each 2014 Fiat 500 Abarth and Abarth Cabrio 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.

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