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## **FIAT Brand Announces Launch of 2014 Abarth Track Experience**

- The Abarth Track Experience offers professional driving instruction sessions to Fiat 500 Abarth owners
- Drivers will learn to maximize their driving skills on the street, strip and track
- 2014 schedule includes events in California, Texas, Florida, New Jersey and Illinois

February 13, 2014, Auburn Hills, Mich. - The 2014 Abarth Track Experience kicks off this month, giving Fiat 500 Abarth owners the opportunity to develop their driving skills in a one-day performance adventure.

Drivers will pilot cars from a fleet of Abarths provided and put their skills to the test through four driving modules: autocross, head-to-head challenge, driving dynamics and performance drive. Drivers will end their day by riding shotgun as professional drivers push the track-tuned Abarth vehicles to the limit.

"Abarth owners already know what a thrill it is to drive the Fiat 500 Abarth and Abarth Cabrio on a daily basis," said Jason Stoicevich, Head of FIAT Brand North America. "And the Abarth Track Experience revs the fun to the red line, allowing owners to experience the limits of the car in a safe track environment. At the end of this experience, owners become true drivers by better understanding the dynamics of the 'small but wicked' Fiat 500 Abarth."

The 2014 Abarth Track Experience begins February 18 at Laguna Seca in Salinas, Calif., with stops throughout the year in Ft. Worth, Texas; Fontana, Calif.; Angleton, Texas; Daytona Beach, Fla.; Millville, N.J.; Joliet, Ill.; and Englishtown, N.J.

The Track Experience registration fee is included in the cost of each Fiat 500 Abarth or Abarth Cabrio. For more information, please visit [www.abarthexperience.com](http://www.abarthexperience.com).

### **About the Fiat 500 Abarth and Abarth Cabrio**

Faithful to the "small but wicked" saying coined for Karl Abarth's cars in the 1960s, the 2014 Fiat 500 Abarth and Abarth Cabrio embody 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 Fiat 500 (Cinquecento), the Fiat 500 Abarth and Abarth Cabrio are 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 2014 Fiat 500 Abarth and Abarth Cabrio unleash legendary Italian performance heritage to American streets.

### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

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