

Contact: Ron Kiino
Bryan Zvibleman

2016 Fiat 500L Offers Customers More Personalization Options with Urbana Special Edition

- Fiat 500L Urbana Trekking special edition model continues for 2016 model year with the addition of an optional Rosso (red) roof
- 2016 Fiat 500L available with six-speed automatic transmission for a total of three transmission options
- Fiat 500L combines the appeal of the iconic Fiat 500 with four doors and comfortable seating for five
- Innovative 1.4-liter MultiAir Turbo engine provides the Fiat 500L with fuel efficiency combined with an output of 160 horsepower and 184 lb.-ft. of torque

August 31, 2015, Auburn Hills, Mich. - Building on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon, the Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics, a 160-horsepower 1.4-liter MultiAir Turbo engine and three transmission offerings, all wrapped in contemporary Italian design.

For 2016, the Fiat 500L Urbana Trekking – a special edition introduced for the 2015 model year – continues, offering customers yet another way to express themselves with their FIAT vehicle. The 2016 Fiat 500L Urbana Trekking is outfitted for the city streets with Matte Nero exterior mirrors and bezels on the front and rear fascia, side sills and body-side molding.

To take on the urban terrain, the 500L Urbana Trekking features 17-inch wheels painted Matte Nero. Matte Nero details are complemented by Satin Chrome door handles, tail lamp bezels and accents on the front and rear fascia.

Six glossy exterior paint colors are available, including Verde Bosco Perla (Forest Green Pearl), Rosso Perla (Deep Lava Red), Giallo (yellow), Bianco (white), Grigio Scuro (Gray Metallic) and Blue Tornado, paired with a Nero (black) roof. For 2016, a Rosso (red) roof and exterior mirror appearance package is also available.

Inside, the 500L Urbana Trekking features a Nero leather steering wheel, leatherette door bolsters and cloth seats, as well as a Nero Puro bezel around the instrument panel.

For a high-definition music experience, the segment-exclusive BeatsAudio system is standard, and includes six premium speakers, a 6.5-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and eight-channel amplifier with BeatsAudio's proprietary digital sound processing (DSP) algorithm. The Fiat 500L Urbana Trekking also comes standard with SiriusXM Radio.

Fiat 500L

Since the modern Fiat 500's global launch in 2007, more than 1 million of these efficient and city-friendly vehicles have been sold in more than 110 countries. And now with the Fiat 500L, the Cinquecento has grown up to accommodate even more of life's greatest experiences and emotions all together: children, friends, journeys, music and community. The letter "L" sums up the six dimensions of the Fiat 500L:

- "Leveraging," the FIAT brand's approach to its iconic Cinquecento design DNA
- "Large," meant as functionality and space via its "small-wide" vehicle architecture with "cab forward" design that enables this Cinquecento to offer exceptional interior volume, front head and shoulder room, and rear cargo space.
- "Loft," a trendsetting environment with segment-exclusive glass A- to D-pillars and an available large dual-pane glass sunroof (20.7 sq. ft. / 1.92 m²) for panoramic views
- "Lifestyle," four unique models, including the Fiat 500L Trekking that blends rugged styling and

versatility for a Cinquecento that complements customers with a highly active lifestyle

- “Light,” when ‘lightness’ means human- and eco-friendly technology

Paired with its tight European handling and quick steering, the sixth dimension, “Liters,” defines the fuel-efficient MultiAir Turbo engine in the Fiat 500L, providing 117 horsepower per liter with an output of 160 horsepower and 184 lb.-ft. of torque. For driver precision and control, the Fiat 500L features a six-speed manual transmission, six-speed automatic transmission, or six-speed Euro Twin Clutch transmission.

Building upon the Cinquecento’s fun-to-drive DNA, the 2016 Fiat 500L features a touring-tuned chassis, which complements its MultiAir Turbo engine.

The Fiat 500L features a MacPherson front-suspension design with exceptional rigidity for increased cornering performance and reduced weight. A specially designed front cross member serves two roles by providing rigidity to achieve greater acoustic comfort and to integrate a third-load line to improve energy absorption in the event of a crash. The adoption of a “split” type shock absorber mounting transmits road vibrations to the body through two different routes for improved acoustics and better efficiency of the shock absorber.

At the rear, the Fiat 500L features a torsion axle structure with a high level of rolling rigidity to save the weight of an anti-roll bar. Unique to the North American market are specially tuned bushings that deliver ride control and comfort, with the durability needed for more treacherous unpaved roadways.

The Fiat 500L for North America features Koni frequency selective damping (FSD) front strut and rear shock absorbers to deliver improved road-holding and handling characteristics. In addition, the Koni FSD system actively filters out high-frequency suspension inputs from uneven road surfaces and adjusts for comfort and smoothness while maintaining excellent ride control.

The Fiat 500L has more than 40 available safety and security features, including seven standard air bags, reactive head restraints, electronic stability control (ESC) and ParkView rear backup camera.

Illustrating purposeful Italian design, the Fiat 500L features segment-exclusive glass from the A- and D-pillars for an interior environment nearly encapsulated by 360-degree views. For a sporty appearance, the belt- and window-molding surrounds are trimmed in Nero (black).

In addition to a monotone look, the five-passenger Cinquecento offers even more style with its “floating” roof painted in Nero or Bianco (white). The Fiat 500L also provides first- and second-row passengers with cityscape views through largest available dual-pane sunroof in its class.

Exterior paint colors for the 2016 Fiat 500L Pop, Easy and Lounge models include Grigio Chiaro (Graphite Metallic), Grigio Scuro (Gray Metallic), Verde Bosco Perla (Forest Green Pearl), Rosso Perla (Deep Lava Red), Rosso (red), Mocha Latte, Bianco (white) and Nero (black).

Fiat 500L Trekking: the *adventurous* side of the 500L

Designed with the active and thrill-seeking North American customer in mind, the 2016 Fiat 500L Trekking expands the appeal and practicality of the Fiat 500L with distinct, rugged looks; an athletic two-tone interior environment; unique front and rear fascia designs; flared wheel arches and larger 17-inch wheels to support its adventurous personality.

Making the Fiat 500L Trekking distinct from the 500L Pop, Easy and Lounge models is the addition of aggressively styled front and rear fascias with Grigio Chiaro (graphite) accents for a bolder look. Unique Grigio Chiaro wheel arch and body-side sill moldings give the Fiat 500L Trekking a more adventurous look, while larger 17 x 7-inch aluminum wheels hint at the urban-utility vehicle’s handling capabilities. For 2016, exterior paint colors for the 500L Trekking include the exclusive Blue Tornado, Grigio Scuro (Gray Metallic), Verde Bosco Perla (Forest Green Pearl), Rosso Perla (Deep Lava Red), Mocha Latte, Bianco (white), Nero (black) and Giallo (yellow).

A unique two-tone Nero/Marrone (black/brown) interior environment continues the Fiat 500L Trekking’s rugged-

athletic theme. At the center of it all, the Uconnect 5.0 system features a 5-inch intelligently and intuitively designed touchscreen interface, handsfree calling and Bluetooth streaming audio, as well as voice-command control of the radio and a media hub for seamless integration of portable devices. For even more capability, the Fiat 500L Trekking is available with the premium Uconnect 6.5 system with its larger 6.5-inch touchscreen radio, dealer-activated navigation with intuitive map graphics.

Fiat 500L features innovative technology

Uconnect 5.0

The 2016 Fiat 500L features the Uconnect 5.0 system with a 5-inch touchscreen that enables handsfree calling via Bluetooth-equipped phones, as well as voice-command control of AM/FM, and optional SiriusXM Radio, USB media port and navigation system. Compatible smartphones, equipped with Bluetooth and Message Access Profile (MAP), can receive text messages and send from a list of 18 pre-defined messages. Digital music can be streamed wirelessly from compatible Bluetooth smartphones or audio players supported by a media hub equipped with an auxiliary jack and USB port that enables recharging and seamless operation of portable devices. An integrated CD player offers additional media flexibility.

Also available on the Fiat 500L is the Uconnect 6.5 model with a 6.5-inch touchscreen display, voice operation of AM/FM and standard SiriusXM Radio, mobile phones and navigation with intuitive map graphics. Additional features include handsfree calling, text messaging (with MAP compatible phones, check UconnectPhone.com for compatibility) and audio streaming via compatible Bluetooth-enabled phones, personalization settings and a premium media hub with USB and auxiliary ports. Both Uconnect 5.0 and 6.5 systems are available with an optional ParkView rear backup camera.

eco:Drive

The 2016 500L offers the FIAT brand's state-of-the-art eco:Drive, demonstrating that an automaker's environmental responsibility should extend beyond the production line to the actual way customers drive their cars.

Included on Uconnect 5.0, eco:Drive collects and calculates all necessary data relating to vehicle efficiency and transmits it to the 5-inch touchscreen so drivers can view the information in real time. The information also can be transmitted through the USB port to any configured USB memory stick. Plug the stick into a personal computer, and the feature details vehicle performance, such as per trip CO₂ emission levels. In addition, eco:Drive analyzes the driver's style and provides recommendations on how to modify his or her driving style to help reduce fuel consumption and CO₂ emissions.

Beats by Dr. Dre audio system

The 2016 Fiat 500L offers its passengers a music experience the way the artist intended. The BeatsAudio studio-quality sound system includes six premium speakers, including a 6.5-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and eight-channel amplifier with BeatsAudio digital sound processing (DSP) algorithm.

FIAT Brand

FIAT brand celebrates more than 120 years as an automaker and some things haven't changed. Head-turning Italian design and the ultimate fun-to-drive factor come standard with every FIAT.

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