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FCA Canada: FIAT Brand Introduces New 500X Urbana Edition

- 2017 Fiat 500X Urbana Edition offers a unique, urban look with Miron (Metallic Iron) black-painted exterior and interior elements with copper accents
- Available in four colours: Grigio Graphite (Graphite Gray), Blue Sky Metallic, Bianco Gelato (White Clear Coat) and Nero Cinema (Black Clear Coat)
- 500X Urbana Edition starts at \$31,135 Canadian Manufacturer's Suggested Retail Price (MSRP)
- 500X Urbana Edition will be available in FIAT studios this fall
- Italian-designed, fun-to-drive 2017 Fiat 500X lineup starts at \$23,245 Canadian MSRP and is available in four models – Pop, Sport, Trekking and Lounge

September 7, 2017, Windsor, Ontario - The FIAT brand announced today the addition of the Urbana Edition to its Italian-designed, fun-to-drive Fiat 500X lineup, offering customers yet another way to showcase their personality with their FIAT vehicle.

"The Fiat 500X combines iconic Italian style with functionality, performance and all-wheel-drive confidence," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "The new Fiat 500X Urbana Edition takes our top-selling Trekking trim, best known for its rugged exterior and interior appearance, and adds unique content with black and copper accents to create a fresh new personality option for our customers."

Based on the Fiat 500X Trekking model, the 500X Urbana Edition features Miron black-painted mirror caps, door handles, tail-lamp surrounds, liftgate bezel, fascias, and sill moldings with copper-accented 500X logo. The 18-inch matte black and Miron wheels are also accented with a copper centre cap. In addition, black side roof rails and dark headlamp surrounds add to the 500X Urbana Edition's head-turning appearance.

Inside, the 500X Urbana Edition features unique seats with black Castiglio chevron-patterned fabric and copper embroidered 500 logos, a black textured instrument panel with a copper 500 logo, a black-painted centre console, and Miron-painted radio and vent bezels.

The Urbana Edition package is available for \$795 on both front-wheel-drive and all-wheel-drive 2017 500X Trekking models, which start at \$28,745 and \$32,440 Canadian MSRP, respectively, excluding destination. Other options and packages may be added to the 500X Urbana Edition, including:

- Convenience Group (\$1,295): includes Power driver's seat, automatic temperature control air conditioning with dual zone controls, heated steering wheel and heated front seats
- Driver Assist Group (\$1,295): includes ParkSense Rear Park Assist, ParkView rear backup camera and Blind-spot Monitoring and Rear Cross Path detection
- Dual-pane panoramic sunroof (\$1,295)
- Beats Premium audio (\$995)
- Uconnect 6.5 with navigation (\$1,100)
- Cold Weather Package (\$695)
- ParkView rear backup camera (\$475)

The Fiat 500X Urbana Edition will be arriving in FIAT studios this fall.

About Fiat 500X

The 2017 Fiat 500X delivers the Italian design and engaging driving dynamics that are synonymous with the FIAT brand. The 500X offers an advanced all-wheel-drive system, functionality, and a full array of safety, comfort and convenience features. The small crossover features two engine options, an available nine-speed transmission, and an all-wheel-drive system with a disconnecting rear axle for improved fuel efficiency. Loaded with over 65 standard and available safety and security features, the Fiat 500X is available in four trim models and 11 exterior colours to offer the personalization options that FIAT vehicles are known for.

About FIAT Brand

The FIAT brand stands for discovery through passionate self-expression. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is sold in more than 100 countries and is synonymous with modern, simple design blending form, function, technology and a pride of ownership that is genuine.

In North America, the Fiat 500 was introduced in March 2011 and was soon followed by the Fiat 500c (Cabrio), the high-performance Fiat 500 Abarth and Abarth Cabrio, the fully electric Fiat 500e, the five-passenger Fiat 500L and the all-wheel-drive 500X crossover. The FIAT brand continues to expand with the introduction of the Fiat 124 Spider, a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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