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The Next Canadian Fiat 500e Drop: La Prima

- New Fiat 500e La Prima aligns with symbols of Italian culture – music and beauty
- The new La Prima model will have unique content, including JBL audio system and available brilliant rose gold colouring
- La Prima introduces Level 2 active driving assist system (ADAS) to the Fiat 500e in North America — only EV in the segment to offer Level 2 ADAS
- La Prima is available to order today and will hit dealerships in British Columbia and Quebec in the third quarter of 2024, then will expand to other markets as production ramps up
- Fiat 500e La Prima pricing starts at \$47,190 (\$44,995 MSRP plus additional fees)
- 500e is positioned to optimize government EV rebate eligibility with up to \$5,000 in federal rebates and up to \$7,000 in provincial rebates

March 11, 2024, Windsor, Ontario - FIAT announced today the brand's next drop for the all-electric 500e. La Prima joins the [\(500e\)RED](#) edition and is a celebration of the FIAT brand and Italian culture.

“FIAT and the 500 are directly tied to Italian culture so combining our pure electric city car with two renowned country treasures is a natural fit,” said Francois, FIAT CEO, DS Automobiles CEO and global CMO – Stellantis. “The Fiat 500e has many facets that reflect its Italian heritage. Celebrating style and culture, the La Prima model emphasizes the Italian DNA of the 500e in a way that only FIAT can.”

La Prima

Exterior design features include body-colour mirror caps and chrome daylight opening (DLO) molding. La Prima is the only drop available in rose gold, while also offering Tuxedo Black or Glacier White exterior colours. On the inside, style meets comfort with beige eco-leather seats, soft-touch steering wheel and a chic eco-leather wrapped dashboard.

Customers will experience the art of sound with La Prima. Two Italian icons, the cinquecento and Maestro Andrea Bocelli, come together on this masterpiece to create a special package for EV audiophiles. La Prima pays tribute to some of the world’s most beautiful music with an exceptional JBL 7-speaker, amplified audio system with subwoofer. Big things come in small packages and La Prima does not disappoint with decibels of clarity.

Featuring four venues hand-selected by Maestro Bocelli, the Virtual Venues feature in the JBL premium sound system offers listeners a virtual-reality audio experience that changes the acoustic characteristics of the car depending on the chosen location, transporting listeners to unique listening environments.

- My Music Room – An intimate musical experience as if the artist was playing your favourite song right in front of you
- My Recording Studio – Pure acoustics and beautiful tones of a real recording space created specifically for music and recording
- Giuseppe Verdi Opera House, Pisa – Feel the spectacular nature of music in a unique theatre setting: it’s as if you were sitting front and centre, enjoying a live performance
- Open-air Arena – Hear the unmistakable acoustics and energetic feeling of an open-air arena

Pricing for La Prima starts at \$47,190 (\$44,995 MSRP plus additional fees), and is positioned to optimize government EV rebate eligibility with up to \$5,000 in federal rebates and up to \$7,000 in provincial rebates.

Level 2 ADAS

La Prima introduces a Level 2 active driving system for the first time on a FIAT model in North America. This technology combines adaptive cruise control and Lane Keep Assist to assist the driver on select roads. The Fiat 500e is the first all-electric car in its segment to offer Level 2, hands-on driver assist technology.

The BEV Experience

The lightest passenger BEV in the market, the 500e delivers a range of up to 227 kilometres (149 miles), enabled by a 42-KWh battery with a Level 2 (11-kW) charge time of six hours. BEV capability combined with quintessential design cues make it unmistakably FIAT, with style and sustainability at its core.

The Fiat 500e is exceptionally intuitive with no need for instructions, is fun to drive and friendly. It even sings. Welcoming passengers with a digital melody, the 500e sets the tone for an immersive Italian experience. In addition, the Acoustic Vehicle Alert System (AVAS) "sings" to pedestrians with a song titled, "The Sound of 500," authored by Flavio Ibba-Marco Gualdi. The exclusive melody provides a taste of Italian culture during the first moments of every drive.

Every Fiat 500e includes FIAT telematics with three months of real-time Fiat 500e smartphone app connectivity.

On the road, the 500e boasts 117 horsepower and 162 lb.-ft. of torque, reaching 0-60 mph in 8.5 seconds, providing excellent performance while managing range.

A Level 2 Free2move home charger box system is available to purchase through Mopar. Free2move is Stellantis' 360-degree ecosystem, delivering seamless charging and energy management to address all electric-vehicle customer needs.

The 500e handily tackles the common concern of charge time using a Level 3 85-kW fast charger system in which five minutes of charge time translates to a range of up to 50 kilometres (31 miles), more than what's needed for average daily use. The 500e includes an 11-kW AC-DC on-board charger for easy charging at home or on the road, which can be scheduled ahead of time through Uconnect or the Fiat Connect mobile app. Estimated charge time from 0-80% is approximately 35 minutes with an 85-kW DC fast charge; estimated time from 0-100 per cent is six hours with a Level 2 (11-kW) charging station.

The 500e will initially be available at dealerships in British Columbia and Quebec, then will expand to other markets as production ramps up. The La Prima model arrives in Stellantis British Columbia and Quebec showrooms starting in the third quarter of 2024.

FIAT Brand

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com

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