



the
500 IS HERE.

We all live in the moment and that moment is a gift. It is this very notion that motivates us to build great cars. It is this very same notion that motivates you to drive a great car.

The icon. The legend. The 500.

The original Cinquecento was a catalyst for profound change. It encouraged exploration; it was a beacon of hope for millions; something the people of Italy could truly love. Pure. Simple. It provided mobility – but more important, it inspired personal freedom. No doubt, it was the right car for the times.





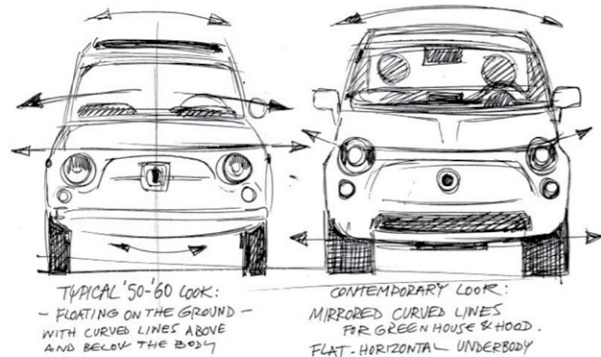
less is
genius

—Roberto Giolito, FIAT Head of Design

“The hardest part about designing a car is keeping it simple. Through simple, functional, responsible engineering comes beauty. The 500 and 500c is everything you need and nothing you don’t. We didn’t start by “adding”; we started by stripping away what was not needed. The 500 and 500c are both beautiful expressions of simple, functional Italian design.” — Roberto Giolito

What was, still is.





1957 2012

the **FIAT 500**

The concept was to recreate the perfect suit for this new FIAT® chassis, while preserving the stylish interior and sleek contours. Reengineered for America, the 2012 FIAT 500 is as simple, beautiful and as iconic as the original. And it's poised to be the next global automotive icon from Italy.



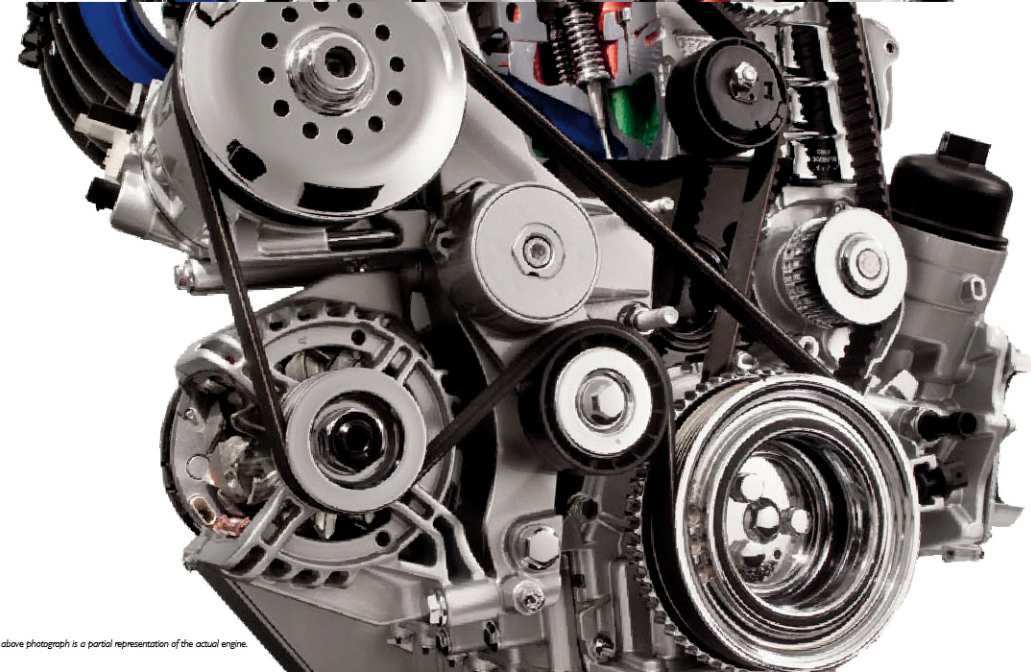
FIAT

has once again embraced and enhanced the landscape of North America, seducing the hearts and minds of American drivers. Every detail of the FIAT® 500 and 500c has been thoughtfully and beautifully designed for American sensibilities. Its ability to be personalized feeds the thirst for self-expression and celebrates what it means to be an individual in a world of individuals.

Technologically speaking

The 1.4L 16v MultiAir® Engine has electrohydraulic system valves for more dynamic and direct control of air and combustion. This maximizes power by 10% and torque by 15%, cylinder-by-cylinder, stroke-by-stroke. It also helps reduce pollutant emissions with an added 10% fuel economy improvement over conventional naturally aspirated engines. The award-winning 1.4L 16v MultiAir Engine is unique only to the FIAT® 500, delivering 101 horsepower at 6,750 rpm and 98 lb-ft of torque at 4,250 rpm with 30 mpg city, 38 mpg hwy. Non-technologically speaking, it's amazing.

*NOTE: The above photograph is a partial representation of the actual engine.





bi-Halogen

These new headlamps deliver a safer and more focused view of the street at night and are like jewels inset in the front of the FIAT® 500. The “curve around” styling allows other drivers to see your car from any angle.

the POP

The Pop sets the tone. Making simple, beautiful and purposeful Italian design accessible to everyone. This cultural movement is reshaping America's perspective on size, value and expression.



the SPORT

Sport is a true performance story told only the way FIAT® can tell it. And it's a story that's defining performance and style through efficient design, fit and personalization.



the
LOUNGE

The Lounge is all about style. Intimate and comfortable, the FIAT® 500 Lounge delivers all of the touches and details perfectly tailored to those with an authentically sophisticated lifestyle.



the
ENVIRONMENT

The interior is built around its driver. Perfectly proportioned, it's simple and intuitive. The roomy and comfortable environment elevates your point of view for maximum control and driving experience.



the CABRIO

The FIAT® 500 Cabrio provides an unprecedented and innovative three-position design, with a power-operated cloth top that can retract while driving at speeds of up to 60 mph. With three soft-top colors to choose from — Bordeaux, Beige and Nero — and fourteen body colors, the Cabrio experience is all about possibilities.



the
EXPERIENCE

The FIAT® 500 Cabrio allows the outside in while helping to maintain a quiet interior. And it does so without compromising any of the comfort and beauty that have made FIAT interiors remarkable.



500 Pop

Standard Equipment

- Air Conditioning
- 15" Steel Wheels
- Manual Transmission – 5-Speed
- Power Windows, Locks, Mirrors
- AM/FM/CD
- BLUE&ME™ Hands-Free Communication with iPod®, USB and MP3 Interface
- Reconfigurable Electronic Vehicle Information
- 7 Airbags
- Tire Repair Kit
- Floor Mats
- Speed Control
- Leather-Wrapped Steering Wheel

Optional Equipment

- Bose® Premium Audio
- SIRIUS® Satellite Radio
 - Alarm System
- Power Sunroof
15" Aluminum Alloy Wheels
Compact Spare Tire
Engine Block Heater

500 Sport

Standard Equipment (vs. Pop)

- Unique Front and Rear Fascia
- Rear Spoiler
- 16" Sport Aluminum Wheels
- Sport Suspension
- Sport Cloth Seats
- Red Brake Calipers
- Fog Lamps
- Bose® Premium Audio System

Optional Equipment

- Convenience Group
- Security Alarm System
 - Automatic Temperature Control
 - Heated Front Seats
 - Compact Spare Tire
- Safety & Sound Package
- Security Alarm System
 - SIRIUS® Satellite Radio Package
- TomTom® Navigation
Power Sunroof
15" Aluminum Alloy Wheels
Compact Spare Tire
Engine Block Heater

500 Lounge

Standard Equipment (vs. Pop)

- Automatic Transmission – 6-Speed
- Bright Exterior Accents
- Fixed Glass Roof
- 15" Aluminum Wheels
- Premium Cloth Seats
- Security Alarm
- Satellite Radio
- Fog Lamps
- Bose® Premium Audio System
- Automatic Temperature Control
- Speed Control

Optional Equipment

- Convenience Group
- Security Alarm System
 - Heated Front Seats
- Luxury Leather Package
- Security Alarm System
 - Heated Front Seats
- TomTom® Navigation
Power Sunroof
15" Aluminum Alloy Wheels
Compact Spare Tire
Engine Block Heater

500c Pop

Standard Equipment

- Air Conditioning
- 15" Steel Wheels
- Chrome Exhaust Tip
- Manual Transmission – 5-Speed
- Power Windows, Locks, Mirrors
- AM/FM/CD
- Electronic Vehicle Information Center
- BLUE&ME™ Hands-Free Communication with iPod®, USB and MP3 Interface
- 7 Airbags
- Speed Control
- Rear Park Assist
- Leather-Wrapped Steering Wheel

Optional Equipment

- Bose® Premium Audio
- SIRIUS® Satellite Radio
 - Alarm System
- 15" Aluminum Alloy Wheels
Compact Spare Tire
Engine Block Heater

500c Lounge

Standard Equipment (vs. Pop)

- Automatic Transmission – 6-Speed
- Bright Exterior Accents
- Body-Side Molding
- 15" Aluminum Wheels
- Premium Cloth Seats
- Fog Lamps
- Security Alarm
- SIRIUS® Satellite Radio
- Bose® Premium Audio System
- Automatic Temperature Control

Optional Equipment

- Convenience Group
- Security Alarm System
 - Heated Front Seats
- Luxury Leather Package
- Security Alarm System
 - Heated Front Seats
- TomTom® Navigation
15" Aluminum Alloy Wheels
Compact Spare Tire
Engine Block Heater



14 unique colors



ROSSO BRILLANTE



GIALLO



GRIGIO



BIANCO



VERDE CHIARO



AZZURRO



MOCHA LATTE



VERDE OLIVA

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ROSSO



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Life is best when driven.™