





FIAT 500



IT HITS THESE SHORES WITH AN ATTITUDE PROPELLED BY A RACING HISTORY THAT RIVALS THE MOST LEGENDARY OF MARQUES. IT MAKES PASSIONATE STATEMENTS STITCHED IN LEATHER AND PROJECTS DETAILS TAILORED STRAIGHT TO THE HEART OF PURE PERFORMANCE. ON RACETRACKS. ON HIGHWAYS. AND NOW, ON CONTINENTS. CODED FROM A VISION, IT LANDS WITH EVERYTHING THAT THE ABARTH[®] BADGE HAS COME TO REPRESENT. BEHOLD THE SCORPION.



+ 1.4-liter 16v Turbocharged Multiair engine with Rossio Alcantara cover.



Tommaso Fantuzzi (Piemonte) and Carlo Ghisla (Brescia) were, in 1905, the first to build a car. They named it "Fantuzzi" and it was the first Italian car. The car was built in the workshop of the Fantuzzi family in the town of Vigonza, in the province of Modena. The car was built in the workshop of the Fantuzzi family in the town of Vigonza, in the province of Modena. The car was built in the workshop of the Fantuzzi family in the town of Vigonza, in the province of Modena.



In its 45-year history, the sharp and FUN™ collaboration has produced 4 international records and nearly 200 individual race wins. With its 1,000,000-mile lifetime, 30 world records, and 125 international titles, success has been a constant companion behind the wheel of the sharp engine.





ABARTH® HISTORY

THIS IS THE STORY OF THE SCORPION. It sprung from the piercing vision of Karl Abarth almost a century ago: "go faster than yesterday." And served as the cornerstone upon which a well-oiled empire of finely tuned performance was built.

+ **2012** As unique and determined as its creator himself, the modern Abarth packs a powerful sting, as well as refined driving dynamics, enhanced safety and security features, and luxury sport interior trim and features.

2011 The FIAT® 500 Abarth is introduced in the U.S. and North American markets, premiering at the 2011 Los Angeles International Auto Show.

2007 The FIAT Group relaunches Abarth & C. S.p.A. The company's first achievement includes the Grande Punto Abarth 52000, which wins the Intercontinental Rally Challenge.

1980-90 September 30, 1981, Abarth & C. is declared a union by incorporation within FIAT Auto S.p.A. The brand makes few headlines during this time and is relaunches by FIAT in 2007.

1979 Karl Abarth passes away on October 24. The Abarth name continues into the '90s with the success of the FIAT Strada Abarth 130TC.

1971 Abarth merges with FIAT Auto and success continues in the world championships of the early '70s. This legacy includes 10 world records and over 10,000 track victories.

1965 The Scorpion badge becomes such a symbol of power and performance that it enters everyday language in its native Italy. Rather than a strong coffee, customers instead ask for an "Abarth coffee."

+ **1966** The '60s are a golden age for Scorpion and the FIAT 505 Abarth tallies nearly 900 victories over a seven-year run.

1962 The Abarth 350TC wins the World Championship race at Circuito del Garda.

+ **1958** Karl Abarth creates the FIAT 500 Abarth. At Monza that year, the car covers a distance of 13,188 km at an average speed of 108 km/h, breaking six international records, nearly one every day. That year Abarth strengthens its partnership with FIAT.

+ **1956** Karl Abarth breaks the 5,000- and 10,000km, 5,000-miles, 48- and 72-hour records driving the FIAT Abarth 750.

1956 The success of the exhaust systems and motorsport achievements attracts attention from major manufacturers, as well as the son of a former U.S. president, who traveled to Italy to sign an agreement to distribute Abarth products and vehicles in America.

1955 The FIAT Abarth 750, with a body by Bertone, is presented and immediately sets a number of endurance and speed records. Two different versions of the same car appear with a Zagato body: FIAT Abarth 750 Zagato and FIAT Abarth 750 GT Zagato.

+ **1955** The Abarth 750 GT is launched.

1956 By year end, Abarth employs more than 40 people and sells more than 4,500 exhaust systems.

1950 The logo emblazoned on every Abarth model is inspired by Abarth's astrological sign, Scorpio, a sign he is born and dies under, and a sign that reflects his feisty and, at times, temperamental manner.

+ **1949** Karl Abarth starts Abarth & C., a company producing a aftermarket products for production cars, as well as performance exhaust systems. He wins the Italian 1100 and Formula 2 championships with the first race car he ever builds—the 204 A Roadster, derived from the FIAT 1100.

1946 Abarth is contracted to build his first car, a revolutionary new single-seater named the Cidalla. D48. Two models place first and second in the 1948 Brezili Cup in Turin.

1930 A serious accident in Urd, Austria, causes Abarth to abandon solo motorcycle racing. However, he continues to race and build motorcycle sidecars until 1939.

+ **1925** Karl Abarth gets his start racing motorcycles. By 1929 he builds his first motorcycle to bear the Abarth name. In his competitive days he became a five-time European Champion.



PREZZI CUP CIRCUITO DEL GARDA MILLE M
 ALLEGRIANO CIRCUITO SEMIGALLIA COPPA INTEREUROP
 TROFEO SARDO GIRO DI CALABRIA RALLYE DELLA
 EMIO ROMA COURSE DE COYVE GIRO DI SICILIA TROFEO
 DE GENEVE AUTOSLALOM RALLYE DEL SALENTO ENDEK
 MOA DEL BIASENTO CIRCUITO DI HOBI COPPA TRICOLOR
 DI POMENTE KLOSTERS DAVOS AUV RENNH WALLBER
 LUXEMBOURG GARA NAZIONALE DI SLALOM GRAN PREM
 EN RALLY INTERNATIONALES 500 COPPA FIAT SLALO
 MELVAUX COPPA PRIMAVERA BASCA AUTOSLALOM SA
 (MILCOLIMB-12.900 KMS) TRIENTO BONDONE (MILLO
 PA DELLA SILE RALLYE DE SAUNEE RALLYE ESTAG
 TIOJA GAGRINO SPIAZZI
 CRITERIUM EUROPEEN
 PRIX VON WIEN COPPA
 PREMIO CAMPIONATO
 TARGA VERVINO GARE NA

STREET LEGAL

TRACK WORTHY.

Understated is not an option when form meets the high-velocity performance functions of the FIAT® 500 Abarth. This is a union of highly engineered components and exclusive design elements.



New dual-valve
 KOMP Frequency
 Selective Damping (FSD)
 front shock
 absorbers
 provide a ride
 overfart and
 body control
 for superior
 grip and
 performance.



OPREIS S. BENEDETTO DEL TRONTO ACQUAVIVA TRENTO BONDONE
 RSE DE COYVE DE GIVES PEDAVENA CROCE D'ANNE CORSA DELLA
 TELLANA BOLZANO MERDOLA ADAC BERGHEIMEN SCALATA AL
 LE DELLA MADDALENA CRUSEILLES-LE SALEVE SARNAVO SASS
 TIO ROSFELD ALPDI BEROPREIS ALP BERGHEIMEN TRIESTE OPIJINA
 PA JEMONTE E VALLE D'AOSTA WALLSERO RENNH EURORILL
 OREIMEN CASTELL'ARQUATO VERNASCA BASSANO WASOAU
 OPREIS DURENER AUTOSLALOM FIU PLATZERIMMEN SEMBACH COPPA
 VERONA TRAPANI MONTE ERICE GARESSO COLLE SAN BERNARDO

The architecture of the FIAT® 500 Abarth synthesizes with the road as it enhances the power of the 1.4L 16v MultiAir™ Turbocharged engine. The aerodynamic styling reflects countless hours of wind tunnel sculpting and amplifies the legendary lines from any angle. The unique MacPherson strut front suspension with stiff spring rates and low ride height helps to give enhanced handling with minimal body roll. The lateral stiffness of cast-iron front lower control arms deliver improved grip and steering precision. The rear suspension's twist-beam design is strengthened with coil-spring supports for greater durability as the Abarth specific rear sway bar increases cornering grip.

The menacing low speed jockeys for placement but it's more than the characterful stance that makes up the retrofitted Abarth personality. The front fascia's twin intercooler ducts deliver engine cooling and power-inducing high density airflow, while design elements such as a concentric dual exhaust system, delivers Abarth tuned sound and maximum power. Bolted front and rear fascias accentuate the road-holding stance as the large fgate-mounted spoiler adds downforce and the motorsports-inspired splitter optimizes aerodynamic airflow while minimizing drag.

PREDICTIVE BEHAVIOR

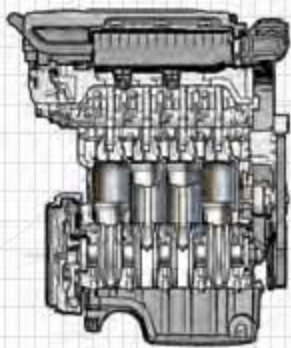
Adrenaline is best when applied wisely. This dynamic feature keeps it in check. When it comes to cornering, the Abarth-tuned Torque Transfer Control (TTC) system is designed to stay one step ahead. It kicks into action automatically by distributing engine torque between the front wheels to minimize understeer and maximize traction. TTC is designed to control and transfer power to the drive wheels for world-class performance and improved at-the-limit handling. It operates with the Electronic Stability Control (ESC)¹ system to enable the Fiat[®] 500 Abarth to transfer torque from a front wheel that slips to one that grips. TTC has been carefully honed on snowfields, icy grades, and racetracks to offer maximum traction in all conditions.





FOUR CYLINDERS. MASSIVE HEART.

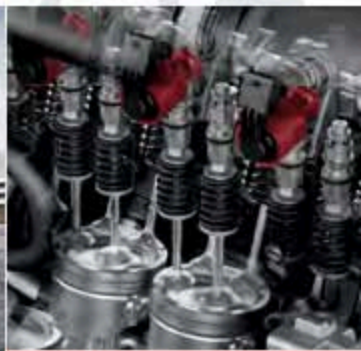
Turbocharged, twin intercooled, and MultiAir® equipped 1.4L 16v engine delivers 160 horsepower and 170 lb-ft of torque.



Herein lies the heart of the FIAT® 500 Abarth. Behind the unique Rosso Abarth engine cover and Abarth designed front fascia (with twin intercoolers), beats an engine that delivers 160 horsepower and 170 lb-ft. of torque. The all-new 1.4-liter 16v MultiAir Turbocharged engine is backed by a manual five-speed transmission with 3.35 final-drive ratio for quick acceleration. The Abarth specific equal-length half shafts help reduce torque steer for optimized handling and control.

Like its legendary predecessors, this powerplant eschews convention for the sake of standout performance. The engine's lightweight forged-steel connecting rods have been designed with a unique cross section for strength and durability while a high-flow fresh-air intake system with air box maximizes power with low induction noise. A turbocharger converts exhaust heat and pressure while the MultiAir technology takes into account the split-second changes and adjusts accordingly. The end result? A 10% fuel economy improvement over conventional engines.

160 HORSEPOWER









BOSE SPEAKERS



Even the audio system is tuned to the next level. The F1X^T 500 Abarth features a standard Bose® Energy Efficient Series (EEC) premium audio system with six premium speakers and a subwoofer.

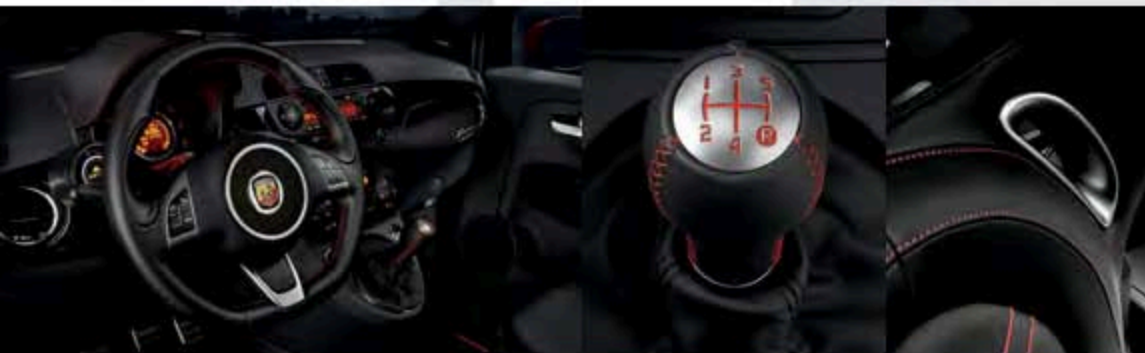


CONTROL CENTER

CRAFTSMANSHIP INGRAINED.

A performance-designed cockpit makes room for all the perks that make a driving cabin worth riding in.

Extreme craftsmanship shows itself in the handsome soft upper panel and leather-wrapped instrument cluster brow with detailed Rosso stitching. A classic center panel and emboldened air outlets add to the interior's appeal. Aesthetic comfort items like the easy-to-reach center stack, leather-wrapped park brake handle, shift knob, and three-spoke leather-wrapped steering wheel with shaped thumb rests and flattened bottom are inspired by motorsports track conditions. Performance Cloth High-back bucket seats, available in leather trim, are constructed with unique Rosso stitching and incorporate a motorsports-inspired racing harness pass-through. Firm side bolsters keep the driver in place and give feedback during spirited driving without sacrificing long-distance comfort. The EZ-Entry pull strap design enhances rear seat entry and exit.



The instrument cluster is illuminated with a easy-on-the-eyes liquid crystal display (LCD) and driver-selectable Electronic Vehicle Information Center (EVIC) with trip computer. The lighting and location of the instrument cluster give the driver high-contrast read-and-track capabilities with functional backlighting and easy-to-read visibility of fuel, temperature, driving range, and other gauges. The BLUESIDE™ Hands-Free Command on System and the Speed Control can be operated via steering wheel-mounted controls. The red-to-function controls are found on the reverse side of the steering wheel spokes. The Master™ Sport on-to-edge is prominently displayed on the center of the steering wheel for distinctive attitude.





AUTHENTIC PERFORMANCE PARTS & ACCESSORIES BY MOPAR.

TAKE IT UP A NOTCH

Amplify an already serious punch with performance parts designed specifically for the FIAT® 500 Abarth. It's a lifestyle that forged with a zest for living in the fast lane. Mopar brings it on with a wide range of Authentic Abarth Performance Parts, including Cold Air Intake, Get Back Exhaust, Gamber Plate, Sway Bars, and more. They deliver increased horsepower, reduced restriction, added throttle, or increased stopping power. All the equipment you need to let like-minded performance enthusiasts know you're serious.

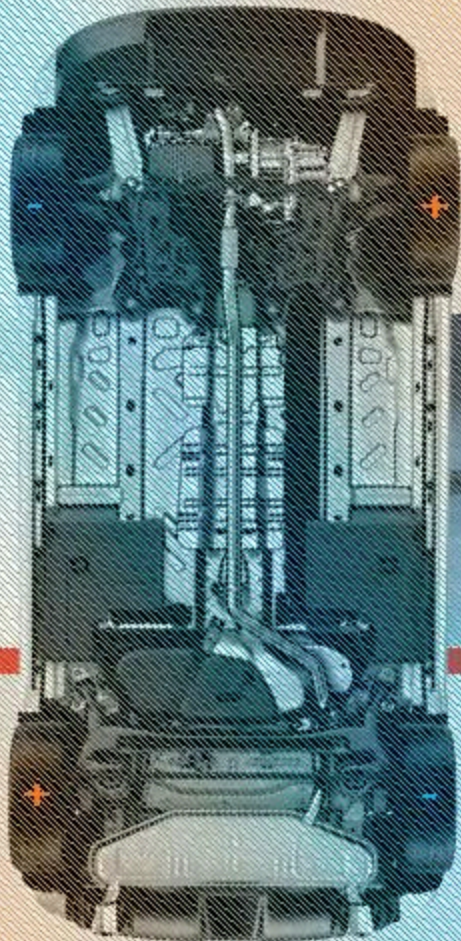
WIDEN THE RANGE

Mopar also offers both interior and exterior Authentic FIAT 500 Abarth Accessories that pack some punch when it comes to added style and functionality, such as Portable Navigation System, Ambient Light Kit, Chrome Mirror Covers and Fuel Filler Door, Roof-Mount Carriers, and much more.

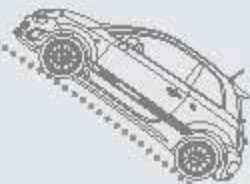


+ BEHIND THE SCENES: Ambient Light Kit and Garmin® n64™ 2750V Navigation System.†

ESC The standard Abarth-tuned Three-Mode Electronic Stability Control (ESC[®]) with Oversteer and Understeer Brake Control (UBC) allows adaptability to changing driving conditions. The driver-selectable CN mode provides maximum traction control for normal, everyday driving. The driver-selected Partial OFF allows linked wheel slip for more aggressive high-performance driving dynamics, while Full OFF disables traction control completely for the experienced track driver or enthusiast. ESC enhances driver control and helps maintain directional stability under critical driving situations, such as: rain, ice, or gravel. When the system senses a difference between driver input and the vehicle path, it applies selective braking and throttle input to guide the vehicle back onto the driver's intended path.



ESC[®] instantly analyzes input from the wheel sensors and detects any pending loss of control by applying any one, several, or all of the system's disc brakes as needed.



Hill Start Assist This standard safety feature takes drivers when starting a vehicle from a stop on a hill. It automatically maintains the level of brake pressure applied for a short period of time after a driver's foot is removed from the brake pedal, helping prevent roll-back on hills and inclines.



THE MOST CRUCIAL TYPE OF PERFORMANCE

The Abarth name may stand for competition but there is no contesting that when the FIAT[®] 500 Abarth drives for safe driving, it means business. And merging a performance machine to the level of an everyday refined vehicle means a robust group of active and passive safety and security features have been included. The seven air bag[®] throughout the cabin and the host of innovative technologies help to keep its occupants comfortable, secure, and connected.



CRAFTED TO
PRECISION



19" X 6.5-INCH CAST ALUMINUM IN GRIGIO
WITH PAINTED FINGERES STANDARD

17" X 7-INCH FORGED ALUMINUM
IN NERO OPTIONAL

17" X 7-INCH FORGED ALUMINUM
IN BIANCO OPTIONAL

NERO

GRIGIO



BIANCO

ROSSO



NERO LEATHER TRIM
3174/200L



ROSSO LEATHER TRIM
3174/200L



NERO CLOTH
3174/200L





New stripe and mirror cap available on Grigio, Bianco, Rosso. Rosso stripe and mirror cap available on Bianco, Grigio, Nero. Bianco stripe and mirror cap available on Rosso, Nero, Grigio.

Radice e mirror cap standard.



