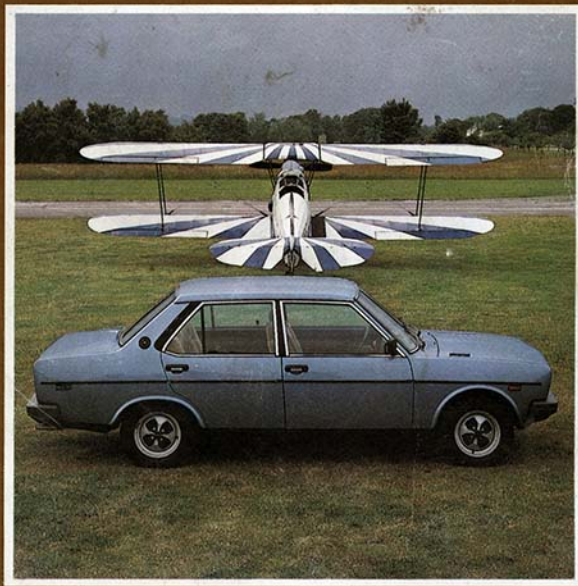


As from May 1st 1980, the radio fitted to the Mirafiori CL models is a Kyalami mono. The radio fitted to the Supermirafiori and Mirafiori Sport is a Kyalami stereo. D

FIAT

MIRAFIORI



Fiat Mirafiori 1300CL & 1600CL Saloons, Supermirafiori, Sport





You're looking at a range of cars bred to perfection. The Mirafiori range by Fiat.

Immaculate, Italian styled cars brilliantly engineered to give equally high standards of performance, long term reliability and low running costs.

A range that has been constantly developed,

revised and refined to fulfil the needs of today's most demanding motorist. Offering a wide choice of cars to suit every taste, from the economical 1300CL through to the exciting new Mirafiori Sport.

The range is delighting thousands of discerning motorists throughout Europe. Could you be one of them? Let's take a look and see.





1300CL 2 & 4 door Saloons

"My job involves travelling long distances all over the country. Wherever I go I'm expected to arrive on time, every time, so you can appreciate how important it is that I have a car I can depend on.

I also need a car that is a little different to those which most executives drive. Something with more individuality.

That's why I chose the Mirafiori 1300CL. Its elegant, Italian styling and smooth, neat lines make it a car that always stands out from the crowd. But it's outstanding in more than looks alone.

The 1297 c.c. engine gives a blend of reliable, high performance with good fuel economy, which as we all know is a necessity these days.

I suppose the best way to describe it is as a stylish yet practical car offering great value for money."





"The 1300CL suits my family just as well. My wife likes it because it is so enjoyable to drive, and so comfortable. The large 14 cu. ft. boot easily copes with all the shopping. And, as she keeps reminding me, inside there's plenty of room for a growing family."







"Whether I am on my way to a business appointment or out with my family, the Mirafiori is a joy to drive.

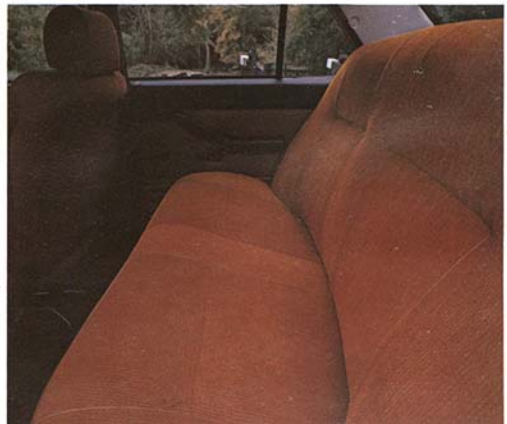
One of the first things you notice when you sit inside is the feeling of space. This is emphasised by the low waistline which allows unusually deep windows for extra wide vision.

You'll also be impressed by the standard of luxury.

The seats, faced in an attractive cloth, give plenty of support and therefore comfort for long journeys, particularly the reclining front seats which have head restraints for added safety.

The controls and instruments on the modern, well equipped dash are all positioned for maximum convenience.

Of course, I must mention some particularly thoughtful standard features, such as the FM radio, pile carpeting throughout, front door map pockets, heated rear window and the comprehensive heating and ventilation system."





BERLLOYD

OF WALES

GH-205



1600CL 4 door Saloon

"Like my colleague, I need a reliable car for business purposes but I also want style, luxury and a little more power.

That's why my Mirafiori 1600CL was an ideal choice.

The lively 1585 c.c. engine performs like a dream. And like the 1300 it's certainly reliable, with the plus of low running costs.

But the thing I like most about it is that even after a long journey I get out feeling refreshed. Which is a real asset for any busy executive."







"When looking your best is important, the 1600CL is a car you'll be proud to be seen in.

With its sleek Italian styling and smart range of colours, it always gets admired wherever you go."







"In my opinion, the CL's standard of luxury puts it way ahead of its class.

To start with it provides enough space for the whole family—with room to stretch. And like the 1300, the 1600 has deep windows for extra wide vision and a huge boot which even takes care of the family's holiday luggage.

Comfort hasn't been neglected either. The seats are upholstered in a luxurious corded cloth and are designed to give really good support. And in the front you have reclining seats with adjustable head restraints.

While the adjustable steering column, rear door child safety locks, heated rear window, rear seat passenger reading lights and pile carpeting are all standard."







"When you take a test drive you'll be pleased with the Ritmo's precise, responsive handling and excellent roadholding. A combination which allows you to drive with confidence and safety.

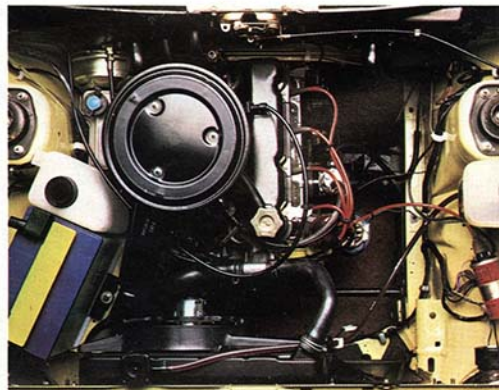
Powered by front mounted pushrod ohv engines of 1297 c.c. in the 1300 and 1585 c.c. in the 1600, they develop 65 and 75 b.h.p. respectively.

The 1300 drives the rear wheels through a four speed all synchromesh gearbox. While on the 1600 there's a standard five speed gearbox to give relaxed and economical cruising. On this model, automatic transmission is also available.

You'll find that both models can comfortably reach their top speeds of over 90 and 100 m.p.h. Impressive too is the speed with which they reach 60 m.p.h. The 1300 takes less than 15 seconds, while the 1600 accelerates to 60 m.p.h. in just 12.2 seconds.

And on both models the practical engine layouts ensure easy maintenance and servicing, although you only need a major service every 12,000 miles.*

*Lubrication service at 6,000 miles.
Performance figures: "Car" magazine.







Supermirafiori Twin cam 4 door Saloon.

"As a busy executive, time seems to be something there's far too little of. That's why I always travel first class.

Which is the reason I chose the Supermirafiori.

Quite simply, its qualities add up to first class travel on the road. Enabling me to arrive at my destination as quickly as possible, and as alert and relaxed as when I set out.

When you need to put your foot down you certainly appreciate the power of the 1585 c.c. twin cam engine.

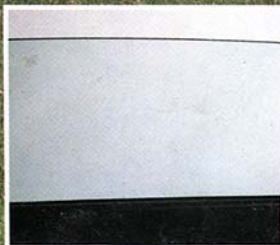
Developing 96 b.h.p. it reaches a top speed of 107 m.p.h. and can do 0-60 m.p.h. in an impressive 11.3 seconds. Making it an animal that's very hard to catch.

But as well as being hard to catch, the Supermirafiori is a very sure-footed animal. Its combination of precise, responsive handling and excellent roadholding allows you to drive with confidence and safety."

Performance figures: "Car" magazine.



Sunroof is optional on Supermirafiori



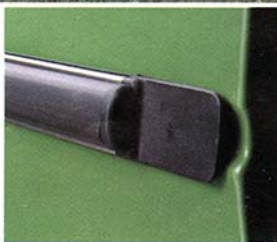
Tinted glass all round.



Rear light cluster incorporating fog warning light.



Sports road wheels.



Side rubbing strip.



Halogen headlights.



Locking petrol cap.





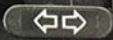
"Travelling in first class comfort is also a priority as far as I'm concerned. In this regard my Supermirafiori really leaves the competition far behind.

Its spacious interior can only be described as sheer luxury. Anatomically designed seats upholstered in sumptuous velour with head restraints both front and rear, give armchair comfort.

There's pile carpeting throughout. And a list of standard equipment previously unheard of in a car of this class. All designed with those little touches the Italians do so well.

And luggage is never a problem thanks to the generous 14 cu. ft. boot"





CALL



This original and practical sliding glove box is illuminated inside.



The five speed gearbox is standard and the centre console incorporates an illuminated ashtray and cigarette lighter.



The ventilation system is complemented by two air inlets in the doors for side window demisting.



Exterior door mirror.

Mirafiori Sport 2 door

"Being a sports enthusiast, I both understand and admire the skill and dedication it takes to make a champion. That's why I'm so appreciative of the new Mirafiori Sport.

Bred from the 1977 and 1978 World Rally champion Mirafiori Abarth, the Sport has inherited all the qualities of a winner.

Such as its powerful two-litre twin cam engine. Developing 115 b.h.p., and acceleration of 0-60 m.p.h. in 10.3 seconds. It enables the Sport to outrun the competition and give the best all round performance I've seen in this class. There's little else to touch it.

Another thing. Obviously a champion needs to be dependable and consistently excellent in his

performance. He must know how to handle himself in every situation, under all conditions. In this regard, I cannot fault the Mirafiori Sport.

As the man from Car magazine said, "When you're beyond the limit, the handling is first class: sharp, precise, obedient and safe and the car can be balanced to your tiniest whim at all times." "Car" magazine, February 1979

I'd simply describe it as the most exhilarating car I've ever driven."


Performance figs: Fiat SpA.





666 MF





“Although it performs like a sports car, on the inside the Sport is a high class saloon of exclusive quality.

The velour wrap-round front seats, which are fitted with head restraints, are luxuriously comfortable and give really excellent support. There's pile carpeting throughout. And a long and impressive list of standard equipment.

The thing I like most is the atmosphere inside the car. It reflects the sporting temperament yet is tasteful and refined. Once you sit inside the Sport you'll see what I mean.”



The front seats automatically move forward when the backs are tilted to facilitate access to the rear seats.





Mostro Radio—supplied on 1600 and 2 litre models.



The five speed gearbox is standard and the centre console incorporates an illuminated ashtray and cigarette lighter.



To help reduce glare the upper part of the windscreen is green shaded.

The radio/cassette unit illustrated on this and the preceding page is available as an exchange unit at extra cost.



"A true rally champion doesn't win its title on speed alone. It must show verve combined with style. Being Italian, the Mirafiori Sport isn't lacking in either of these qualities. It certainly looks the part. In fact it's one sports saloon that really deserves to be called a champ."



The smart new radiator grille incorporates four quartz halogen headlights.



The sports road wheels are fitted with ultra-low profile Pirelli P6 tyres as standard.



Aerodynamic rear view mirrors are mounted on both doors.



The front spoiler increases front end adhesion at high speeds.



Matt black side rubbing strips offer protection from minor impacts.

WELCOME TO THE FIAT WORLD OF MOTORING

Mastercover Warranty

For two years' peace of mind, with every new Mirafiori you'll get our new Mastercover Warranty.

This means that for the first 12 months, the only things you'll have to pay for are service labour, the first is free. Tyres, radios and batteries are covered separately by their own manufacturer's warranty.

In the rare and unlikely event of a breakdown or repair or replacement by replacement materials or parts during the warranty period, they will be replaced free of charge for labour and materials. Tyres, radios and batteries are covered separately by their own manufacturer's warranty.

So as you can see, we've ensured that your new Mirafiori will give you worry-free motoring all the way.

And that's not all. After the first 12 months, unlike some manufacturers we don't leave you high and dry.

Because that's when the second stage of Mastercover takes over.

And for the next 12 months or up to a maximum of 24,000 miles from the date of first registration, whichever happens first, most major mechanical components are covered.

If you've ever had the misfortune to pay for one of these items in the past, you'll realise what an important feature this is.

This is the full list of items covered:

Engine: Cylinder block, cylinder head, valves and springs, cylinder head gasket, crankshaft and oil seals, pistons and rings, connecting rods, bearings, camshaft and related drive components, oil pump and distributor drive, sump and gasket.

Gearbox: Casing and all internal components including oil seals.

Final Drive Assembly: Casing and all internal components including oil seals (but not driveshafts and related bearings and oil seals).



In other words, for the first two years, providing your Mirafiori has been serviced at the correct intervals by an authorised Fiat Dealer, you won't be presented with the type of repair bill that makes you breathe away.

Bodywork protection

If you must agree to an extraordinary bodywork repair package, we also cover most of the bodywork and corrosion for the entire period of the scheme free of charge. Contact your dealer for full details.

Does all this add up to?

Mastercover - 2 years' peace of mind.

And at a time when car insurance seems to cost twice as much as it did last week, it's no mean achievement.

R.A.C. Associate Membership

For the first year of Mastercover you'll find that you are an associate member of the R.A.C. Here are a few of the many benefits your membership entitles you to:

*The facilities of the R.A.C. Travel Department to help you arrange your holidays.

*A wide selection of maps and guides and an assortment of touring aids such as planned routes, touring booklets, recommended hotels and information on caravanning and camping, available through your local R.A.C. Area Office.

*Free breakdown and recovery service. In the rare and unlikely event of your car breaking down, they will get you back on the road if they can fix the problem there and then, or transport your car to the nearest Fiat dealer if they can't. They will also come to your assistance in the event of an accident.



*Access to the latest news of road and weather conditions in every part of the country.

And, if you are married, your wife or husband is also entitled to all the benefits of your membership at no extra cost.

Advanced Car Sound System

To increase your motoring pleasure, an FM radio is now fitted as standard equipment on all Fiat Mirafiori. In keeping with the high standards of the Mirafiori's specification, we are offering you the world's most advanced

sound system, by Voxson. It is fitted in your Mirafiori and is completely removable. Making it easily interchangeable in case you change to another model. And it's theft-proof, because when you leave your car you can take your Fiat Voxson with you.



Fiat Service

With over 400 Fiat dealers nationwide, you can be assured that wherever your Mirafiori goes, Fiat service goes too. Your Fiat dealer, who is listed in your local Yellow Pages, has a staff of highly skilled technicians specially trained to care for Fiat cars, so you can be confident that your Mirafiori will always be in the very best of hands.



Fiat Genuine Parts

To ensure that your Mirafiori always gets the best, insist on Fiat genuine parts. Fiat genuine parts are specially designed for your Fiat, so they are bound to fit better, last longer and be more reliable than other replacement brands. They are also competitively priced, and in some cases even cheaper than other makes. Fiat genuine parts are stocked by over 400 Fiat dealers in the U.K. as well as at our computerised parts store in Warrington, which stocks over 38,500 lines to ensure constant availability.

Fiat Accessories

Whether you want to fulfil a practical need, or simply wish to make your Mirafiori a little more comfortable, all Fiat approved accessories have something to offer. They have been carefully selected to enhance your Fiat. Your choice of accessories should be made before you take delivery of your car for the Fiat accessories.

Fiat Rent-a-Car

Fiat dealers throughout the country offer an extensive and competitively priced fleet of self-drive Fiat cars to suit your every requirement. Either contact your local Fiat dealer who is listed in Yellow Pages, or for the names of participating dealers elsewhere, ring Fiat Rent-a-Car Central Enquiries on 01-568 6111.

Fiat Fleet

If you are a company car user you may be interested to know how our rapidly expanding Fiat Fleet operation can help you. We specialise in tailoring fleet and leasing agreements to suit your exact needs, supported by an extensive range of back-up facilities second to none. If you would like more information just ring Fiat Fleet on 01-568 5025. Our fleet consultants are always on hand to offer their advice.

Fiat Motor Insurance

For many years now, Fiat U.K. have been operating a scheme aimed at making first-class motor insurance available to all Fiat owners at the best terms possible. The scheme is handled by Broadgate Insurance Brokers Ltd, and is underwritten by the Bradford-Pennine Insurance Group. For full details, ask your Fiat dealer for the Fiat insurance leaflet.

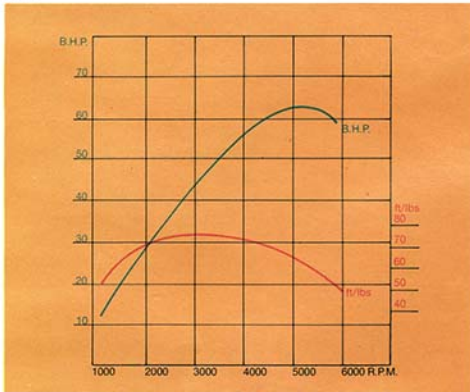
Fiat Finance

Fiat Finance Ltd., was set up as a joint venture between Fiat Motor Company (U.K.) Ltd., and Forward Trust in 1972, with the aim of providing credit facilities for Fiat customers at attractive rates of interest. If you're interested in credit facilities for the purchase of a new Mirafiori, please ask your Fiat dealer for a Mirafiori Finance leaflet.

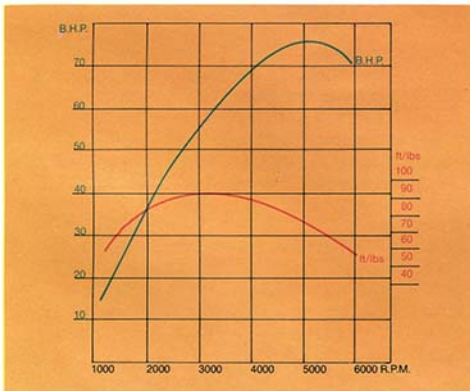
Active safety

Torque curve. All Mirafiori models have torque curves which give excellent flexibility throughout the range which in turn helps to keep fuel consumption down.

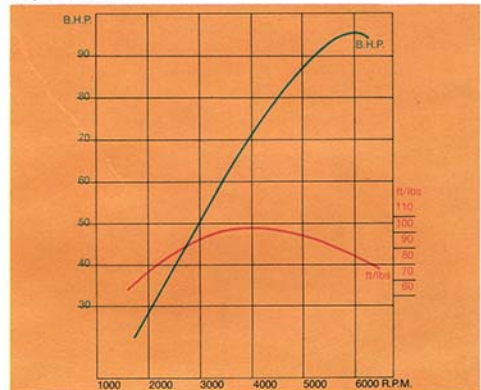
1300



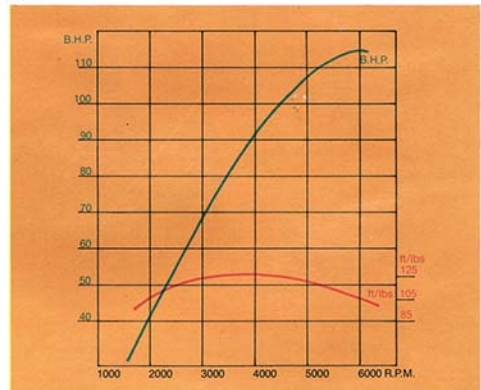
1600



Supermirafiori

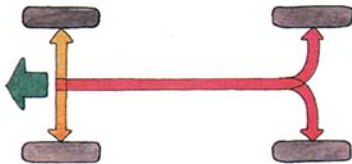


Sport



Brakes. The braking system is dual circuit: disc front brakes and drum rear brakes with independent circuits. Even in the event of a failure of one circuit, braking action is available on one of the two axes. The system is supplemented by a vacuum servo and

a brake effort compensator in the rear wheel circuit. In the interest of easy maintenance the hand brake is adjustable from inside the car, and the clutch from the engine compartment.

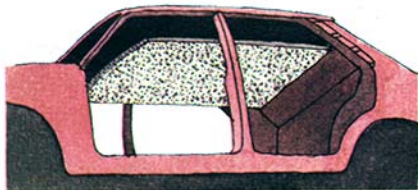


Passive safety

Reinforced bodyshell. The rigid passenger compartment is protected by an integral cage with three horizontal and three vertical hoops, which ensure optimum strength and safety.



Roof insulation. To improve insulation, soundproofing and passenger safety, the whole roof area is covered with a 3/4 inch thick panel of impact absorbing expanded polyurethane in which the ribbing and framework is recessed.



Steering column. The method whereby the steering column, which is adjustable for height, is mounted on a differentially deformable cross-member, ensures progressive collapse on impact.



McPherson strut front suspension and live rear axle. The McPherson strut type front suspension is not only structurally simple but by eliminating a number of joints, it transmits less stress through the body mountings, thus benefiting durability and insulation due to less vibration and road noise. The live rear axle suspension is also desirable in a car like the Mirafiori because it requires practically no maintenance, vastly prolongs tyre life and prevents noise from the final drive and transmission from entering the passenger compartment.

Interior ventilation. The rear pillars contain large matt black meshed grilles incorporating the outlet vents through which air circulating in the passenger compartment is extracted. The flow of air has been skilfully calculated so that a long journey can be completed in comfort with all the windows closed.



Maximum space utilization

Three box styling. This is the styling layout most Europeans owning cars of this class consider the most attractive and practical. Thanks to the Mirafiori's dimensions, our designers have been able to provide spaciousness in generous proportions, a lot of room

to spare in the engine compartment, a big luggage compartment and a harmonious, slender, overall line.



Bolt-on front wings and bumpers. The front wings and bumpers are bolted to the bodyshell to facilitate replacement in the event of damage.

Corrosion prevention

For extended life however adverse the climate, all Mirafiori bodyshells are subjected to the most advanced protective treatment possible:



1. Zinc based paint applied to all joints before welding.
2. Phosphating.
3. Anti-corrosion treatment by total immersion of the bodyshells in special vats in which paint is deposited by electrophoresis even inside the box sections.
4. Underbody and lower body panelling protected by a thick layer of PVC.
5. Plastic front wheel arch liners.

Official* Fuel Consumption Figures *In accordance with the Passenger Car Fuel Consumption Order 1977	Miles per Imp. Gallon			Litres/100KM		
	Simul. Urban Cycle	Con. 56 MPH	Con. 75 MPH	Simul. Urban Cycle	Con. 90 KM/H	Con. 120 KM/H
Mirafiori 1300CL	25.7	38.7	27.7	11.0	7.3	10.2
Mirafiori 1600CL Saloon 5-speed	24.1	42.2	31.7	11.7	6.7	8.9
Mirafiori 1600CL Saloon Automatic	26.2	35.3	26.7	10.8	8.0	10.6
Supermirafiori 1600 5-speed	23.7	40.4	30.7	11.9	7.0	9.2
Supermirafiori 1600 Automatic	25.7	34.9	26.2	11.0	8.1	10.8
Mirafiori Sport*	21.9	33.2	26.3	12.9	8.5	10.8

*May 1978 figures

Mirafiori Sport



255 — ORANGE

187 — BLACK VELOUR



620 — METALLIC SILVER

187 — BLACK VELOUR



628 — GUNMETAL

187 — BLACK VELOUR



628 — GUNMETAL

127 — RED VELOUR

Supermirafiori 1600 Saloon



1300CL 2 & 4 door



108— DARK RED

150— BEIGE
CORDED CLOTH



438— LORD BLUE

170— BROWN
CORDED CLOTH



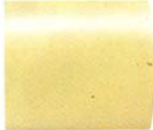
228— TURTLE DOVE

170— BROWN
CORDED CLOTH



707— CHESTNUT

170— BROWN
CORDED CLOTH



238— CHAMPAGNE
YELLOW

170— BROWN
CORDED CLOTH



331— SAGE GREEN

150— BEIGE
CORDED CLOTH



418— PAPER BLUE

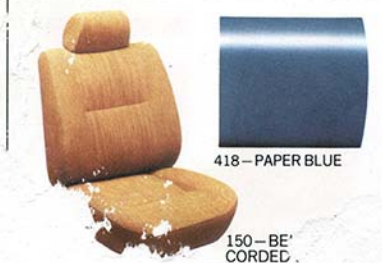
150— BEIGE
CORDED CLOTH



224— WHITE

170— BROWN
CORDED CLOTH

1600CL 4 door



Specifications

Engine 1297 cc (1300CL) 1585 cc (1600CL & Supermirafiori)
1995 cc (Mirafiori Sport)

Bore/Stroke 76 x 71.5 mm (1300CL) 84 x 71.5 mm (1600CL & Supermirafiori) 84 x 90 mm (Mirafiori Sport)

Compression Ratio 9.2:1 (1300CL & 1600CL) 9:1 (Supermirafiori) 8.9:1 (Mirafiori Sport)

Max. BHP (DIN) 65 @ 5,200 rpm (1300CL) 75 @ 5,200 rpm (1600CL) 96 @ 6,000 rpm (Supermirafiori) 115 @ 5,800 rpm (Mirafiori Sport)

Max. Torque (DIN) 75.2 ft. lbs. @ 3,000 rpm (1300CL) 91.1 ft. lbs. @ 3,000 rpm (1600CL) 94 ft. lbs. @ 3,800 rpm (Supermirafiori) 123 ft. lbs. @ 3,600 rpm (Mirafiori Sport)

Bearings 5

Cylinder Head Light Alloy

Cylinder Block Cast Iron

Valve Actuation Pushrod OHV (1300CL & 1600CL)

Twin Overhead Camshaft (Supermirafiori & Mirafiori Sport)

Carburettor Weber or Solex compound choke, with automatic choke

Front Suspension Strut type, coil spring and anti-roll bar

Rear Suspension Rigid/Coil with locating arms

Steering Rack & Pinion

Brakes Disc/Drum with servo assistance

Wheel Size 5J x 13" (1300CL, 1600CL & Supermirafiori) 5½J x 14" (Mirafiori Sport)

Tyre Size 165 x 13" (1300CL, 1600CL & Supermirafiori) 185/60 x 14" (Mirafiori Sport)

Final Drive Ratio 4.1:1 (1300CL) 3.9:1 (1600CL, Supermirafiori & Mirafiori Sport)

Overall Length 13' 11¼" (1300CL & 1600CL) 13' 10½" (Supermirafiori & Mirafiori Sport)

Overall Height 4' 6½" (1300CL, 1600CL & Supermirafiori) 4' 7½" (Mirafiori Sport)

Overall Width 5' 5" (1300CL, 1600CL & Supermirafiori) 5' 5½" (Mirafiori Sport)

Turning Circle 33' 9"

Turns Lock to Lock 3.5

Track Front 4' 6¼" (1300CL, 1600CL & Supermirafiori) 4' 6½" (Mirafiori Sport)

Track Rear 4' 4" (1300CL, 1600CL & Supermirafiori) 4' 4¼" (Mirafiori Sport)

Wheelbase 8' 2"

Fuel Tank Capacity 10.9 gallons

Max. Towing Capacity 20.7 cwt (1300CL & 1600CL) 22 cwt (Supermirafiori) 22.4 cwt (Mirafiori Sport)

Kerb Weight 19.7 cwt (1300CL) 20 cwt (1600CL) 20.7 cwt (Supermirafiori) 21.1 cwt (Mirafiori Sport)

Standard Equipment all models

Reclining Front Seats

Adjustable Steering Column

Heated Rear Window

Armrests

Steel Braced Radial Ply Tyres (Pirelli P6 on Mirafiori Sport)

Dipping Rear View Mirror

Intermittent Action Wipers

Electric Windscreen Washers

Rubber Inserts in Bumpers (1300CL & 1600CL)

Reversing Lights

Fitted Carpets

Hinged Rear Side Windows (2-door models only)

Rear Fog Lamps

Inertia Reel Front Seat Belts

Cigarette Lighter

Voxson FM Stereo Radio

Quartz Clock

Front Seat Head Restraints

Standard Equipment 1600CL, Supermirafiori & Mirafiori Sport

5-Speed Gearbox

Rev Counter

Standard Equipment Supermirafiori & Mirafiori Sport

Rear Seat Head Restraints

Tinted Windows

Laminated Windscreen

Moulded Resin Bumpers

Sports Road Wheels

Quartz Halogen Headlights

Optional Equipment

Automatic Transmission (not available on 1300CL or Sport)

Metallic Paint (standard where applicable on Mirafiori Sport)

Dunlop Denovo Wheels and Tyres (1300CL & 1600CL)

Sliding Steel Sunroof

All vehicles shown in this brochure are made in Italy. The information contained in this Brochure was accurate at the date of going to press, January 1980. Fiat, however, reserves the right, while preserving the essential characteristics of the models described and illustrated to introduce at any time modifications, changes or details, equipment or accessories as may be considered necessary to improve the model described. Every endeavour will be made to bring the brochure up to date from time to time but in order to avoid any misunderstanding any person interested should enquire of Fiat or a Fiat Dealer as to whether there have been any material alterations since the date of the issue of this brochure. Whilst every effort has been made to make all colours of cars and upholstery as near as possible to actual car colours, due to printing processes an exact colour match cannot be guaranteed. Brochure designed and produced by Newton & Goddard Limited and printed in England 65M180.

FIAT