



BY

Gucci



Founded in Florence in 1921, Gucci has become renowned the world over as a name synonymous for luxury, Italian craftsmanship and glamour. In 2007, fifty years after its debut, another Italian myth - the iconic Fiat 500 - was reborn to outstanding acclaim. This storied model looks at the world from a new perspective. A pop icon that symbolizes an everlasting appeal going far beyond the automotive world. Ironic, sporty, eccentric and elegant, hatchback or convertible, the 500 captures attention wherever it is seen. In the year that celebrates the 150th anniversary of the Unification of Italy and Gucci's own 90th anniversary, Gucci and Fiat have joined together to create the unique "500 by Gucci," a special edition model personalized by Creative Director Frida Giannini. A true marriage of Italian design and style. Unique details and exclusive materials make the 500 by Gucci one-of-a-kind. Available in pearlized black and white, with Gucci's iconic green-red-green web motif on the side, on the roof and on seatbelts. Added distinction is provided by alloy wheels, a Guccissima leather driving wheel and seats and a GG gear stick and hub caps. Gucci Creative Director Frida Giannini has also designed a 500byGucci collection of casualwear, luggage, sunglasses and other accessories to complete the look.

Ready to hit the road?





























	500 BLACK WITH GLITTER	500 WHITE WITH GLITTER	500C BLACK WITH GLITTER	500C WHITE WITH GLITTER
COLOURS				
Lux Black with glitter	•		•	
Lux White with glitter		•		•
16" ALLOY WHEELS				
Gucci Black diamante	•		•	
Gucci White diamante		•		•
LEATHER FABRIC SEATS				
Black surrounds and top half, white 500 logo. White leather central inserts with impressed Guccissima graphics and Gucci web. Black tone-on-tone stitching.	•		•	
Ivory surrounds, black top half with ivory 500 logo. Black leather central inserts with impressed Guccissima graphics and Gucci web. Ivory tone-on-tone stitching.		•		•
GEAR KNOB				
Gucci knob	•	•	•	•
STEERING WHEEL				
Black surround with soft touched matt white dashboard; chrome details; black door panels.	•		•	
Ivory surround with soft touched matt balck dashboard; white gold details; ivory door panels.		•		•
INTERIORS				
Black surround with soft touched matt white dashboard; chrome details; black door panels.	•		•	
Ivory surround with soft touched matt black dashboard; white gold details; ivory door panels.		•		•
SOFT TOP COLOUR				
Black			•	•
STANDARD EQUIPMENT				
Automatic single zone climate control with anti pollen filter	•	•	•	•
Leather steering wheel with 8 control buttons	•	•	•	•
Chrome trim on bonnet	•	•	•	•
Radio with CD and MP3 player	•	•	•	•
Gucci kit (chrome mouldings, chrome door handles, boot space handle and bonnet line, Gucci key cover and carpet mats)	•	•	•	•
Body coloured side rubbing strip with 500 logo	•	•	•	•
Remote central locking	•	•	•	•
Electric front windows	•	•	•	•
Chrome finish door mirrors	•	•	•	•
Matt chrome finish door mirrors		•		•
7 airbags (driver, passenger, side, window and driver's knee)	•	•	•	•
Start&Stop	•	•	•	•
Blue&Me™ with USB port and aux-in	•	•	•	•
OPTIONAL				
Dualogic™ robotised gearbox	•	•	•	•
Fog lights	•	•	•	•
EPS	•	•	•	•
Electrochromantic rear view mirror	•	•	•	•
Passenger seat with memory	•	•	•	•
Cigar lighter	•	•	•	•
Wind stop		•		•
Electric sunroof	•	•	•	•
Interscope HiFi sound system	•	•	•	•
Fixed sun roof with sun roof blind	•	•	•	•
Bi-xenon headlights	•	•	•	•
Rear parking sensor	•	•	•	•

	500 1.2	500 0.9 TwinAir	500C 1.2	500C 0.9 TwinAir
DIMENSIONS				
Length (mm)	3546	3546	3546	3546
Width (mm)	1627	1627	1627	1627
Height (mm)	1488	1488	1488	1488
Wheelbase(mm)	2300	2300	2300	2300
Front track (mm)	1413	1413	1413	1413
Luggage capacity (dm³)	185	185	182	182
ENGINE				
CAPACITY (cc)	1242	875	1242	875
EURO EMISSIONS STANDARD	5	5	5	5
MAX EC POWER (BHP)				
BHP (kW)	69 (51)	85 (62.5)	69 (51)	85 (62.5)
at rpm	5500	5500	5500	5500
MAX EC TORQUE:				
Nm (kgm)	102 (10.4)	145 (14.8)	102 (10.4)	145 (14.8)
at rpm	3000	1900	3000	1900
TOP SPEED (mph)	99	108	99	108
ACCELERATION (sec) 0-62 mph	12,9	11	12,9	11
FUEL CONSUMPTION mpg (l/100km)				
urban cycle	49.6 (5.7) - 50.4 (5.6) *	57.6 (4.9) - 61.4 (4.6)*	49.6 (5.7) - 50.4 (5.6) *	57.6 (4.9) - 61.4 (4.6)*
extra urban cycle	65.7 (4.3) - 68.9 (4.1)*	76.3 (3.7) - 78.5 (3.6) *	65.7 (4.3) - 68.9 (4.1)*	76.3 (3.7) - 78.5 (3.6) *
combined cycle	58.9 (4.8) - 60.1 (4.7)*	68.9 (4.1) - 70.6 (4.0)*	58.9 (4.8) - 60.1 (4.7)*	68.9 (4.1) - 70.6 (4.0)*
CO ₂ (g/km)	113 - 110*	95 - 92*	113 - 110*	95 - 92*
*with Dualogic™ gearbox				
WHEELS				
16" alloy wheels with tyres	195/45 R16	195/45 R16	195/45 R16	195/45 R16
WEIGHTS				
Kerb weight DIN (kg)	865 (900*)	930 (940*)	905 (940*)	970 (980*)
Towable weight not braked (kg)	400	400	400	400
braked (kg)	800	800	800	800
TANK CAPACITY				
Fuel tank capacity (litres)	35	35	35	35
BATTERY 12v				
Capacity (Ah)	50	50	50	50

FOR MORE INFORMATION

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