



289



296



620



805



284



487



318



106



www.fiat.co.uk



Bravo

CIAO FIAT
MOBILE

CIAO FIAT
00 800 342 800 00

CIAO FIAT MOBILE is the original Fiat application for your iPhone. It's designed to always be on hand, wherever you go, and offers you all the information and services you want, quickly and simply. Launched first in Europe, this iPhone application is dedicated to all motorists, offering customers an innovative, simple and direct service. With a touch of a finger, access a wide range of services: YOUR PROFILE, FIND A DEALERSHIP, ROAD TEST, OWNER HANDBOOK, CONTACT US, NEWS AND PROMOTIONS, FIND YOUR CAR, DUE DATES, TRAFFIC AND ROADSIDE ASSISTANCE. CIAO FIAT MOBILE is completely free. Download it now from App Store. For more details, visit the website: www.ciaofiatmobile.it.

CIAO FIAT is the customer support and relations service which can be contacted on the universal freephone number 00800 3428 0000. The number can be reached from major European countries and is easy to remember as it corresponds to entering "FIAT" on your telephone keypad (00800-FIAT 0000 becomes 00800-3428 0000). CIAO FIAT is ready to provide you with roadside assistance and information services; anything you need to know about our models (versions, optional extras, promotions, prices), our services, test drive bookings and FIAT dealerships, meeting any need or request linked to the car's use.

The service is available from 8 am to 8 pm, Monday to Saturday for customer relations and information, and 24 hours a day, 7 days a week for roadside assistance services. Calls are free from both landlines and mobiles. In some European countries, a fee may be charged to the caller by some mobile networks depending on the tariffs applied by the particular local operator.

FIAT CUSTOMER BENEFITS When you buy a new Fiat, you buy more than just a CAR. Behind every car we sell there is the reassurance of a whole range of customer benefits and services designed to make the ownership of your Fiat as enjoyable, affordable and trouble free as possible.

2 YEAR, UNLIMITED MILEAGE MANUFACTURER WARRANTY Any repairs required as the result of faulty materials or manufacture are carried out free of charge – both for parts and labour.

3RD YEAR DEALER WARRANTY This warranty covers most electrical and mechanical components in the third year, or up to 60,000 miles from the date of registration, whichever occurs first. The warranty is provided free of charge and is subject to conditions (full details are available from your Fiat dealer).

3 YEAR PAINTWORK WARRANTY Any paintwork defects due to faulty materials or manufacturer will be rectified free of charge during the first three years.

8 YEAR ANTI PERFORATION WARRANTY Any perforation of the bodywork due to corrosion will be repaired free of all parts and labour charges during the first 8 years.

FIXED SERVICE COSTS All Fiat dealers operate a "Menu Pricing" programme, which guarantees fixed service and replacement costs, with no hidden extras. The price you see is the price you'll pay, unless you have given your consent for further work to be carried out.

FIAT FINANCIAL SERVICES*

Fiat Financial Services offers a comprehensive range of finance and insurance plans including Fiat i-Deal, traditional Hire Purchase, Guaranteed Asset Protection Insurance and SMART Insurance. Please ask your Fiat dealer for more information or visit the www.fiat.co.uk website. Written quotations available on request.**

FIAT CONTRACT HIRE***

Fiat Contract Hire provides hassle free motoring for private and business customers - you benefit from low initial outlay, regular rentals and no worry about disposing of your vehicle at the end of the contract. You can also include a full maintenance package within the monthly rental. For more information, please contact your Fiat dealer, or call 01753 519222.

INSURED PRODUCTS AND SERVICES

The following insured products and services are provided through Fiat Financial Services*.

FIAT CUSTOMER BENEFITS 1 YEAR'S AA ASSURANCE COVER - All new Fiats come with 1 year's AA Assurance cover, which includes Roadside Assistance, Home Start, Relay, Relay Plus, and European Cover. This insured service is provided on a free of charge basis and is available 24 hours a day, throughout the year. AA Assurance also provides free access to travel information, legal advice and technical information.

FIAT MOTOR INSURANCE Comprehensive car insurance is available at competitive premiums, with up to 65% No Claims Bonus transferable from your existing policy after five consecutive years of claim free driving. For a quotation, either ring 0800 876 6071, or visit online through www.fiat.co.uk

*Fiat Financial Services is a trading style of FGA Capital UK Ltd. FGA Capital UK Ltd is authorised and regulated by the Financial Services Authority for General Insurance. **Credit available to anyone aged 18 or over, subject to status. A guarantee may be required. Written quotations are available from Fiat Financial Services, PO Box 4465 Slough, SL1 0RW. ***Fiat Contract Hire is a trading style of FGA Contracts UK Limited which is an appointed representative of FGA Capital UK Limited. Contract Hire finance facilities are available subject to credit approval. Written quotations are available from Fiat Contract Hire, 240 Bath Road, Slough, Berkshire, SL1 4DX.



BRAVO [brà-vo] adj.

Good, clever, excellent, splendid.

A word known worldwide that indicates a result beyond all expectations.



Introducing Bravo. A perfect balance of style and substance. Style and practicality, ideas and content:

Bravo is a perfect blend, a car that combines classical beauty and modern technology.

*Model shown is fitted with optional sport pack.

BELLO [bèl-lo] adj.

Beautiful. Having qualities of beauty. Evoking admiration and aesthetic pleasure.



Bravo, practical beauty inside and out, with its elegant, streamlined interiors, opulent accessories and feeling of absolute protection inside. This special attention to detail and looks clothes a sporty heart that is the epitome of performance, technology, dynamics and safety. Follow your imagination, your taste, your ideal of beauty. Bravo will get you there.



Bravo sports an assertively elegant style, enhanced by the large range of body colours complemented by a chrome-plated grille frame and piano black detailing.

Being beautiful and welcoming at the same time is not an easy task. Only by combining ergonomic interior qualities with elegance and sophistication can one furnish warmth, good taste and comfort. This is why the smart new interiors contribute to enhancing pleasure on board.





*Model shown includes optional climate control.



*Model shown includes optional climate control.



POTENTE [po-tèn-te] **adj.**

Powerful. Having great force or strength.



THE NEW MULTIAIR ENGINE. WHEN POWER MEETS THE ENVIRONMENT.

Driving Bravo, with its choice of petrol or diesel engines, all exceptionally lively and economical, is always a thrilling experience. This is even more so today, with the phenomenal 1.4 MultiAir Turbo 140 BHP with Start&Stop device as standard. In addition to the extraordinary kick delivered by a torque of 230Nm, this new engine offers unrivalled flexibility. For unprecedented driving satisfaction, whilst fully respecting the environment with its low consumption and emissions: only 132 g/km of CO₂.

Bravo also excels with diesel: the innovative MultiJet engine is our expression of the best technology available today. Well-balanced and reliable, the 1.6 16v engine is available with 290Nm of torque and 105bhp for great driving flexibility and remarkably strong torque delivery at low rpm. A characteristic of the 1.6 105bhp engine is the very low fuel consumption – 64.2 mpg over a combined cycle and emissions of just 115 g/km of CO₂ – without compromising performance.

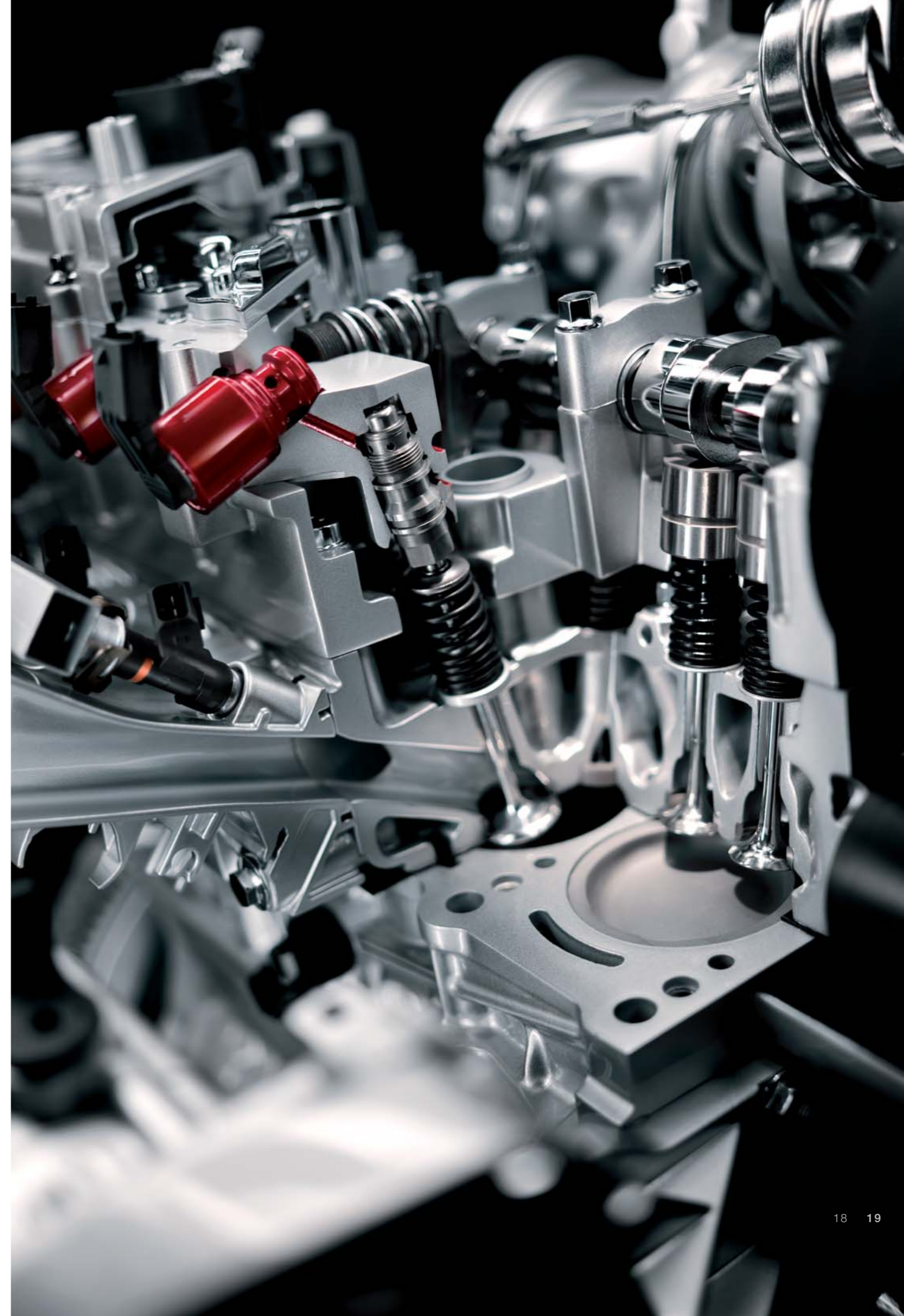
- 1.4 16v 90hp
- 1.4 MULTIAIR 16v 140hp
- 1.6 MULTIJET 16v 105hp



*multi*air



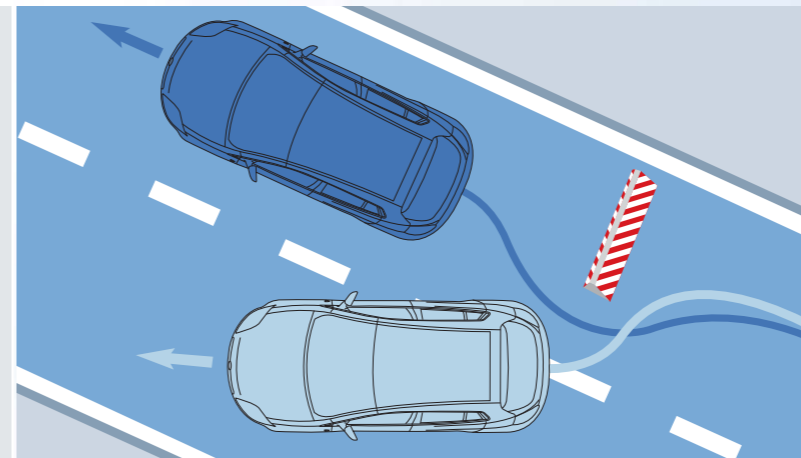
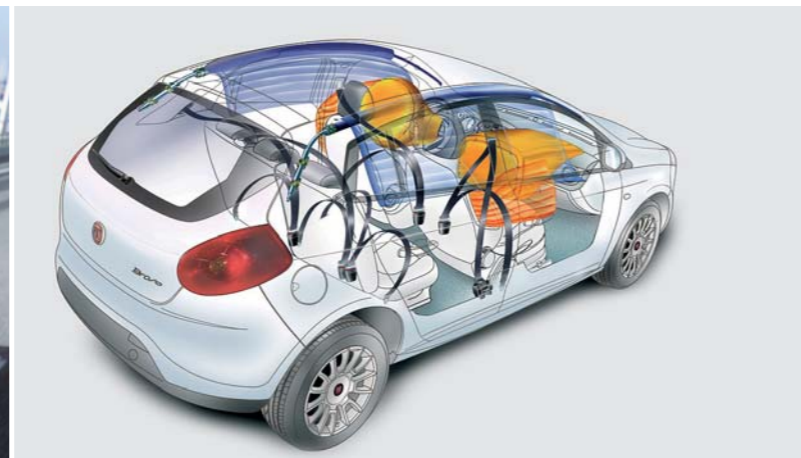
MultiAir is the revolutionary engine valve opening control system that improves air circulation to guarantee a significant increase of maximum power, torque at low rpm improved by 15%, a substantial reduction in consumption and emissions and prompter acceleration response.



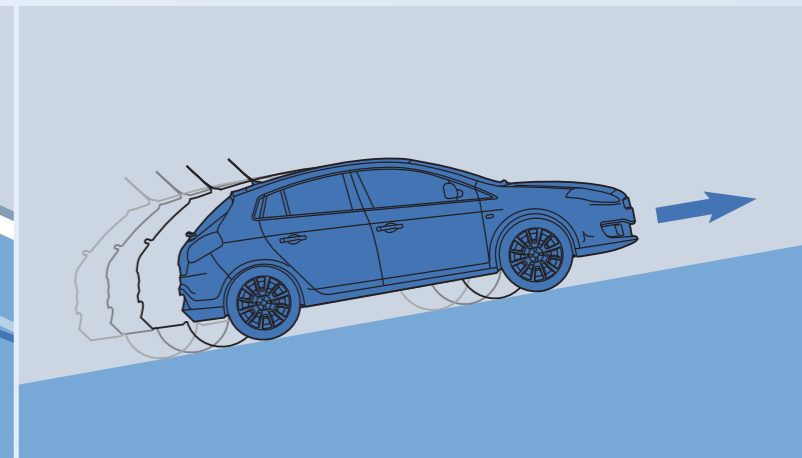
SICURO [Si-cù-ro] adj.
Safe. Secure from risks and dangers.



BEAUTIFUL, SELF-ASSURED AND SAFE.
VERY SAFE.



ESP, electronic stability control system with ASR anti-slip control.



Hill Holder system for safely starting off uphill.

Bravo is at the top of the class in terms of active and passive safety: the definition of total protection awarded with five EuroNCAP stars. Particular care was devoted to the innovative braking system: in addition to the ABS with EBD (Electronic Brake Force Distribution), standard equipment on the entire Bravo range includes ESP (Electronic Stability Program), which integrates ASR/MSR traction control system, HBA, an electro-hydraulic device which assists panic braking and finally Hill Holder to assist uphill starting. There's more: Bravo protection is more intelligent than ever with Smart 2 airbags, which adapt activation parameters according to requirements, window airbags for protecting the head, and side airbags in the backrests to protect the pelvis and chest of passengers. Furthermore, Bravo has three-point seat belts with pretensioners and load limiters, front head restraints with anti-whiplash device, FPS (Fire Prevention System) and optional bi-xenon headlights for better visibility on the road. Bravo: first class safety.

INTELLIGENTE [in-tel-li-gèn-te] adj.

Intelligent. Showing intuition, mental acuity, sound judgement and ability to cope with new situations.



*Model shown with optional 16" alloy wheels.

MODERN AND INTELLIGENT FOR TRULY
SIMPLE DRIVING.



eco:Drive



Bravo is the car of the future. With Blue&Me™ you can use your Bluetooth® mobile phone in hands-free mode, listen to incoming text messages read by voice reading and, via the USB port, use the Mediaplayer function to play your favourite music in MP3, WAV and WMA formats. All this without ever removing your hands from the steering wheel, using your voice and selecting tracks on the control panel.

With eco:Drive, the innovative Blue&Me™ application, you can slash consumption and emissions. eco:Drive is easy to use and can be downloaded free of charge from the Internet. Plug the pen drive into the USB port of your Bravo to have the program analyse your driving style day after day and receive tips for improving fuel efficiency. You can save a great deal of fuel and reduce your environmental impact.

WHY GO UNNOTICED?



Add character to character: with a great selection of optional details and Lineaccessori customisations, Bravo can be embellished to everyone's tastes. For example, you can choose 16", 17" or 18" alloy rims to highlight the elegant or sporty disposition of the same car. Rear spoilers, side skirts and chrome-plated tailpipes will give the Bravo an even sportier touch, while the DVD player will ensure your multimedia experience on board. Feel free to enjoy your leisure activities by fitting your Bravo with a ski rack, bicycle rack, surf board rack or extractable tow hitch or enhance the car's safety with parking sensors or child seats - Isofix (up to 18 kg) or Kiddy Life (from 9 to 36 kg).

- 1. Opt 5ER 16", Gloss black diamond finish alloy wheels
- 2. Opt 430 Standard 16", 20-spoke alloy wheels
- 3. Opt 433 17", 13-spoke alloy wheels, sporty design alloy rims
- 4. Opt 435 18", 10-spoke design alloy wheels
- 5. Fiat Accessories - 17", 10-spoke light alloy rims
- 6. Fiat Accessories - 17", 14-spoke alloy rims
- 7. Aluminium kick plate
- 8. Boot bag set
- 9. Chrome-plated mirror cover
- 10. Side skirts

TECHNICAL SPECIFICATIONS

| | EASY | EASY | EASY |
|---|--|--|---|
| ENGINE | 1.4 16v 90hp Petrol | 1.4 MultiAir 140hp Petrol | 1.6 MultiJet 16v 105hp DPF Diesel |
| Number of cylinders, arrangement | 4 in line, transverse | 4 in line, transverse | 4 in line, transverse |
| Bore x stroke (mm) | 72.0 x 84.0 | 72.0 x 84.0 | 79.5 x 80.5 |
| Displacement (cc) | 1368 | 1368 | 1598 |
| Compression ratio | 11.0:1 | 9.8:1 | 16.5:1 |
| EC max. power: kW (HP) at rpm | 66 (90) 5500 | 103 (140) 5000 | 77 (105) 4000 |
| EC max torque: Nm (kgm) at rpm | 128 (13) 4500 | 230 (23.4) 1750 | 290 (29.5) 1500 |
| Emissions level | Euro 5 | Euro 5 | Euro 5 |
| Emission control | Three-way catalytic converter, 2 heated oxygen sensors, EOBD | Three-way catalytic converter, 2 heated oxygen sensors, EOBD | Oxidising catalytic converter, electric EGR valve, EOBD |
| Timing system (control) | DOHC (toothed drive belt), hydraulic tappets | SOHC (toothed drive belt), UNIAIR actuator inlet side, hydraulic tappets exhaust side | DOHC (toothed drive belt), hydraulic tappets |
| Fuel supply | MPI phased, sequential, returnless electronic fuel injection | Phased sequential electronic MPI with fixed geometry turbocharger | Electronically controlled Common Rail MultiJet direct injection with fixed geometry turbo and intercooler |
| TRANSMISSION | | | |
| Drive | Front wheel drive | Front wheel drive | Front wheel drive |
| Gearbox, number of gears | 6 Gears + Reverse | 6 Gears + Reverse | 6 Gears + Reverse |
| STEERING SYSTEM | | | |
| Type | Dualdrive™ electric power steering | Dualdrive™ electric power steering | Dualdrive™ electric power steering |
| Turning circle (m): | 10.4 | 10.4 | 10.4 |
| BRAKES with ABS + ESP | | | |
| Front: Ø mm | Ventilated disc 257 x 22 | Ventilated disc 281 x 26 | Ventilated disc 284 x 22 |
| Rear: Ø mm | Disc 251 x 10 | Disc 251 x 10 | Disc 251 x 10 |
| SUSPENSION | | | |
| Front | Independent MacPherson type, double effect telescopic shock absorbers, | | anti-roll bar |
| Rear | Torsion beam, telescopic shock absorbers, anti-roll bar | | |
| Tyres | 205/55 R16 | 205/55 R16 | 205/55 R16 |
| DIMENSIONS | | | |
| Wheelbase (mm) | 2600 | 2600 | 2600 |
| Front/rear track (mm) | 1538/1532 | 1538/1532 | 1538/1532 |
| Length/Width (mm) | 4336/1792 | 4336/1792 | 4336/1792 |
| Unladen height (mm) | 1498 | 1498 | 1498 |
| VDA boot capacity (cm³): standard with Fix & Go | 400 | 400 | 400 |
| With rear seats folded and Cargo Box | 1175 | 1175 | 1175 |
| CAPACITIES - WEIGHTS | | | |
| Fuel tank (l) | 58 | 58 | 58 |
| Kerb weight DIN (kg) | 1205 | 1275 | 1320 |
| Max towable weight (kg) | 1000 | 1300 | 1300 |
| PERFORMANCE - FUEL CONSUMPTION | | | |
| Top speed (mph) | 111 | 127 | 116 |
| Acceleration (sec.): 0 - 62 mph | 12.5 | 8.9 | 11.3 |
| Fuel consumption mpg (l/100km): | | | |
| Urban | 34.9 (8.1) | 38.7 (7.3) | 50.4 (5.6) |
| Extra Urban | 54.3 (5.2) | 58.9 (4.8) | 76.3 (3.7) |
| Combined | 44.8 (6.3) | 49.6 (5.7) | 64.2 (4.4) |
| CO ₂ emissions combined (g/km) | 146 | 132 | 115 |

Values of fuel consumption and CO₂ emissions are measured by standard tests compliant with the EC Regulations 715/2007 and 692/2008A

These values may differ from real consumption and emission values of the car depending on the actual conditions of use.

MAIN STANDARD AND OPTIONAL EQUIPMENT

| | | EASY |
|---|---------|------|
| STYLE FEATURES | | |
| Body coloured bumpers | | ■ |
| Chrome-plated exterior door handles | | ■ |
| Piano black, electrically adjustable heated door mirrors | | ■ |
| 16" 20-spoke alloy wheels | | ■ |
| 16" Gloss black diamond finish alloy wheels | 5ER | ○ |
| 17" 13-spoke alloy wheels | 433 | ○ |
| 18" 10-spoke alloy wheels | 435 | ○ |
| 17" Alloy rims (10 spokes and 14 spokes) | | △ |
| Rear spoiler and body coloured sideskirts | | △ |
| Piano black B-pillar and upper front grille with chrome edge | | ■ |
| Metallic paint | 210 | ○ |
| Special paint | 4H5/4SA | ○ |
| Pearlescent paint | 270 | ○ |
| Dark tinted privacy glass | 070 | ○ |
| Sport leather steering wheel, gear knob & hand brake | 321 | ○ |
| Leather steering wheel and gear lever knob | 320 | ■ |
| Leather upholstery | 211 | ○ |
| Chrome-plated exhaust pipe | | △ |
| Aluminium kick plate | | △ |
| COMFORT / FUNCTIONALITY | | |
| Fiat CODE immobiliser | | ■ |
| Dualdrive™ electric power steering | | ■ |
| Remote central locking | | ■ |
| Electric front windows | | ■ |
| Electric rear windows | | ■ |
| Electric door mirrors | | ■ |
| Anti-theft system with alarm (volumetric and anti-lift) | 213 | ○ |
| Sun visors with mirrors | | ■ |
| Instrument panel with speedometer, rev counter, mileage counter, water temp and trip computer | | ■ |
| Central console with cup holder | | ■ |
| Front seat armrest | | ■ |
| Height adjustable driver's seat | | ■ |
| Passenger seat with height adjustment | | ■ |
| Driver seat manual lumbar adjustment | 40Y | ○ |
| Heated front seats | 452 | ○ |
| 60/40 split folding rear seat | | ■ |
| Front and rear height-adjustable head restraints | | ■ |

| | | EASY |
|---|-----|------|
| COMFORT / FUNCTIONALITY | | |
| Air conditioning | | ■ |
| Automatic dual zone climate control (split temperature control) | 140 | ○ |
| Cruise control | 416 | ○ |
| Rear parking sensors | 52B | ○ |
| Front and rear parking sensors | 508 | ○ |
| Lights dusk sensor + rain sensor | 41D | ○ |
| Bi xenon headlights | 230 | ○* |
| Sky Dome: panoramic electric sunroof | 400 | ○ |
| Fix&Go puncture repair kit | | ■ |
| Roof rack bars | | △ |
| Bicycle rack / ski rack / surf board rack | | △ |
| Luggage compartment retaining nets | | △ |
| Dog separation grille | | △ |
| Tow bar | | △ |
| Front and rear bumper protection | | △ |
| Smoking kit | 989 | ○ |
| Start&Stop** | 5DE | ■ |
| SAFETY | | |
| ABS + EBD (Electronic Brake Distribution) | | ■ |
| Front airbags (driver's airbag with Smart Dual Stage system) | | ■ |
| Side airbags | | ■ |
| Window airbags | | ■ |
| Passenger's airbag deactivation switch | | ■ |
| Front seat belts with pretensioners, load limiter and fastening sensor | | ■ |
| Isfix 3 point attachment (two for rear seats) | | ■ |
| ESP Electronic stability control system + ASR/MSR HBA and Hill Holder | | ■ |
| Fog lights with adaptive cornering function | | ■ |
| Locking wheel bolts | | △ |
| Car alarm | | △ |
| Infant seat (suitable for infants weighing up to 9 kg) | | △ |
| Kiddy Life child seat (suitable for children weighing between 9 and 36 kg) | | △ |
| Isfix child seat (suitable for children weighing between 9 and 18 kg) | | △ |
| Rain sensor | 347 | ○ |
| Tyre pressure system | 365 | ○ |
| AUDIO / TELEMATICS | | |
| Radio/CD + MP3 player, 40 W Hi-Fi sound system, 4 speakers + 2 tweeters | 41A | ■ |
| 8-button radio controls on steering wheel for Blue&Me™ | | ■ |
| Blue&Me™: hands-free Bluetooth® system with controls on steering wheel, instrument panel with multifunction display, MP3 player via USB port and SMS reader | | ■ |
| OPTION PACKS | | |
| LOUNGE - Automatic climate control, cruise control, 17" 13 Spoke alloy wheels, rear parking sensor, chrome kit | 6X3 | ○ |
| SPORT* - Rear armrest, sport suspension, floor mats, 18" 10 Spoke alloy wheels, sports pedals, spoilers and side skirts, sports seats and interior trim, chromed exhaust tailpipe | 6X4 | ○ |

*Not available on 1.4 90hp.

**Only on 1.4 MultiAir 140hp.

■ = standard ○ = optional △ = accessory

COLOUR HARMONY.

Lines delimit space and confer shapes. Colour fills them. The colour combinations of Bravo, are in line with the car's ideal of beauty made of harmony, liveliness, dynamism and elegance.

| INTERIOR | EASY | | | |
|------------------------------|--------------------------|-------------|--------------------------------------|-------------------|
| | Fabric | GREY CLOTH | RED SAILCLOTH | BLACK LEATHER |
| | Dashboard | CARBON GREY | CARBON BLACK | CARBON ANTHRACITE |
| | Code | 157 | 365 (only available with OPT 6X4) | 485 (OPT 211) |
| PASTEL | | | | |
| 289 | CanCan Red | ■ | ○ | ○ |
| 296 | Glory White | ■ | ○ | ○ |
| METALLIC (OPT 210) | | | | |
| 284 | Techno Grey | ■ | ○ | ○ |
| 318 | Gothic Grey | ■ | ○ | ○ |
| PEARLESCENT (OPT 270) | | | | |
| 620 | Alternative Grey | ■ | ○ | ○ |
| 805 | Metalcore Black | ■ | ○ | ○ |
| SPECIAL PAINT | | | | |
| 487 | Cool Jazz Blue (Opt 4H5) | ■ | ○ | ○ |
| 106 | Maranello Red (Opt 4SA) | ■ | ○ | ○ |

INTERIOR BEAUTY.

Bravo is a welcoming, comfortable, very stylish space, and a perfect example of the very best Italian design. This is thanks to high-quality materials and painstaking attention to detail, and sophisticated upholstery: all designed to make travelling with Bravo an experience of total pleasure without compromising on functionality and ergonomics.



Easy 157 Grey Cloth



Easy 365 Red Sail Cloth



Easy 485 Black Leather