

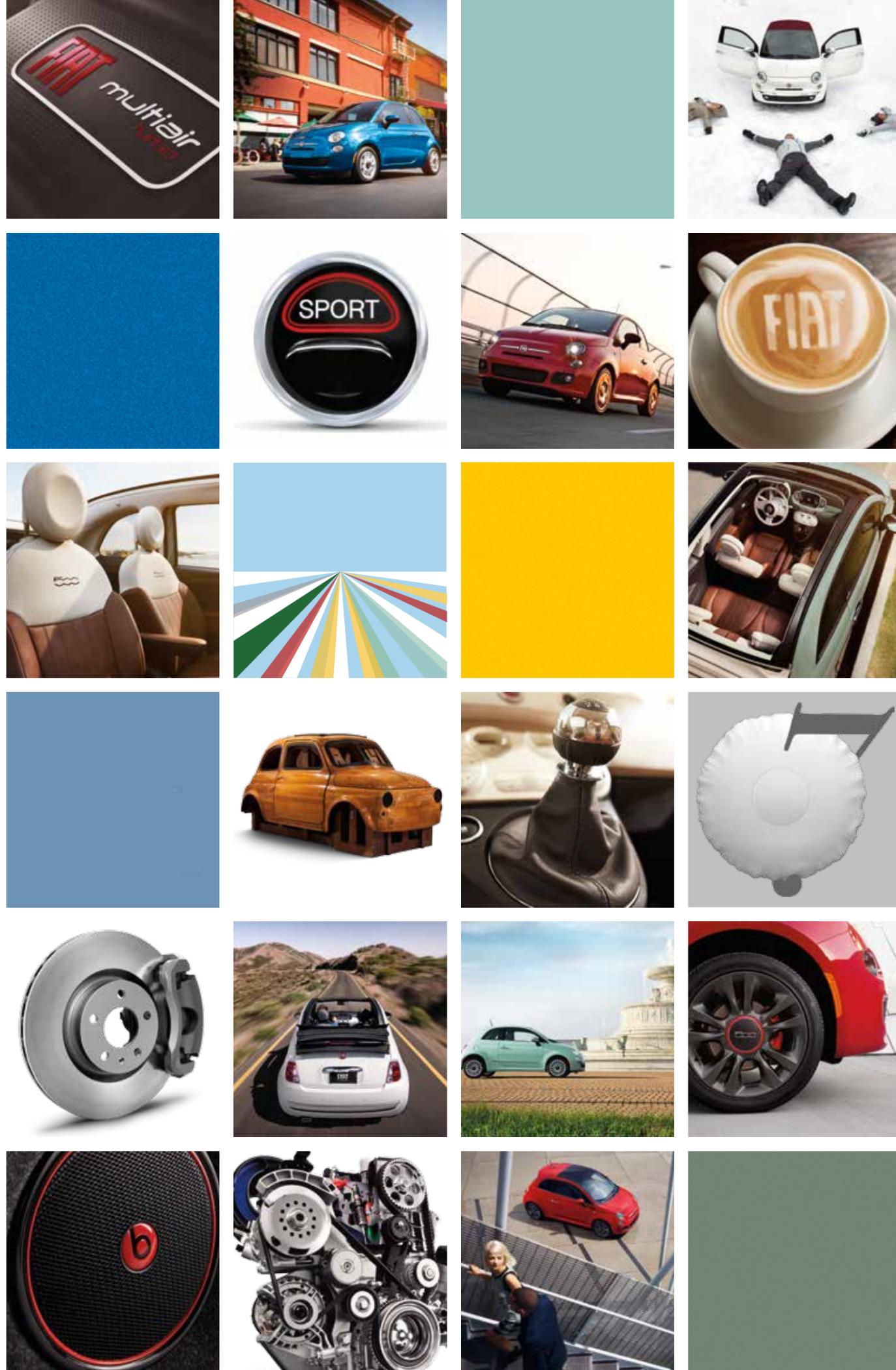
FIAT® 500/500e





Not merely a car, FIAT® 500 is a champion of individuality. Unmistakable Italian style, an array of signature colors and distinguishing extras tell a compelling story of just who's behind the wheel. Every Cinquecento (500) makes fun a first priority, while checking off some practical boxes: fuel efficiency, safety and essential earth-friendly high-tech features add to the all-around feel-great vibe that is FIAT 500.

WHAT FIAT 500 MEANS. With decades of agile performances and urban-friendly dexterity, 500 is no longer just a number. It's the definition of happy.



500 Highlights

The 2017 FIAT® 500 retains its Italian minimalist design philosophy while also cleverly including essential performance, comfort, storage and safety features. It's all that you want in Pop or Lounge trim levels, with the Cabrio option for top-down fun.

FIAT 500 POP

1.4L 16V MultiAir® I-4 — 101 hp/97 lb-ft of Torque
 with 5-speed Manual or Available 6-speed Automatic
 15-inch Tech Silver Aluminum Wheels
 Premium Cloth Bucket Seats
 Leather-wrapped Steering Wheel with Audio Controls
 Premium 7-inch Cluster Display
 FIAT Premium Audio System
 Uconnect® 5-inch Touchscreen Radio with Integrated
 Voice Command* and Bluetooth®
 Tire Pressure Monitoring System
 Cabrio Retractable Soft Top — Available



500 POP



500 LOUNGE

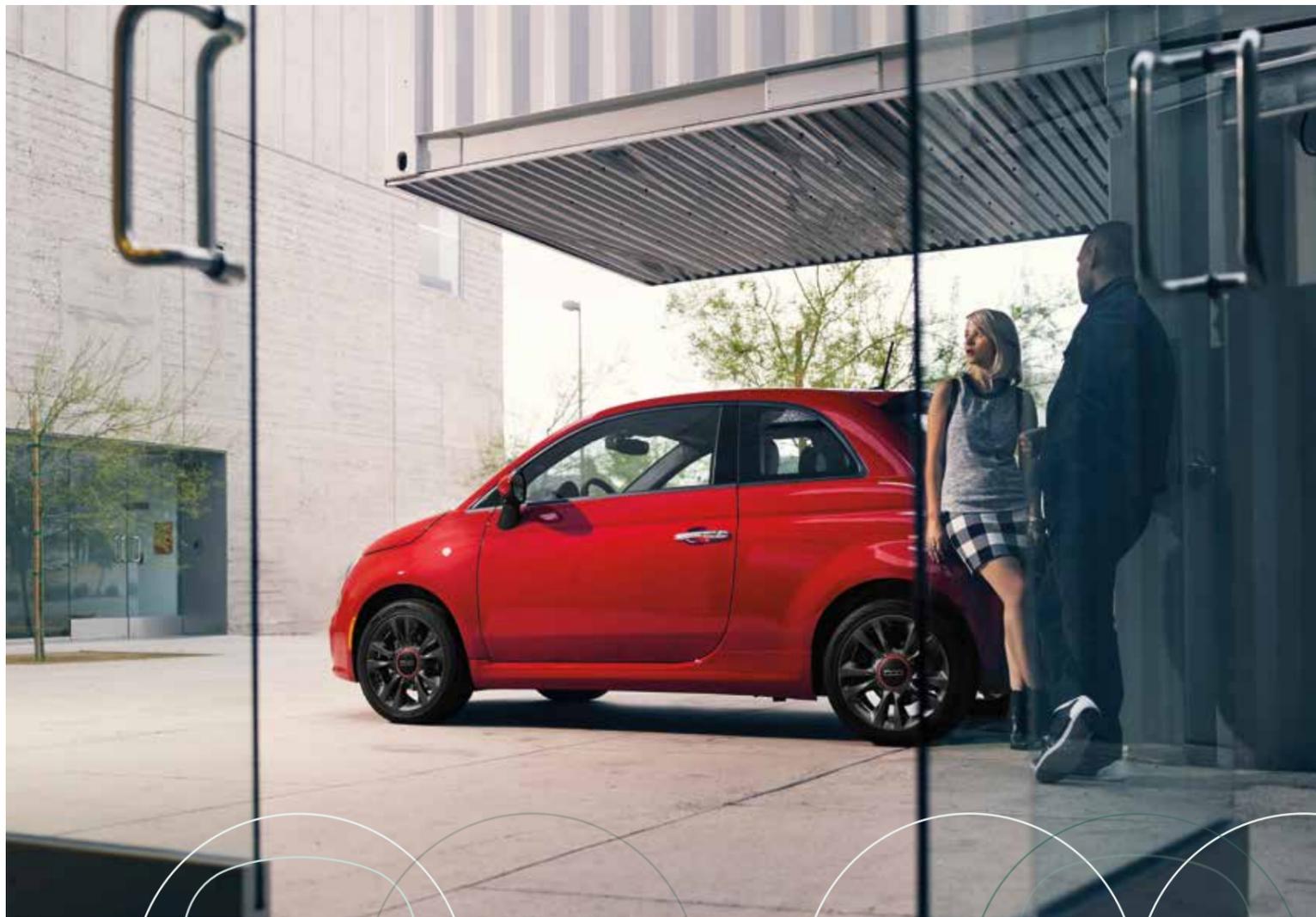
FIAT 500 LOUNGE

1.4L 16V MultiAir I-4 — 101 hp/97 lb-ft of Torque
 with 5-speed Manual or Available 6-speed Automatic
 15-inch Polished Aluminum Wheels
 Fog Lamps
 Chrome Exterior Accents
 Chrome Mirror Caps
 Fixed-glass Roof
 ParkSense® Rear Park Assist System²
 Premium Leather-trimmed Bucket Seats
 Automatic Temperature Control (ATC)
 SiriusXM® Satellite Radio³
 Rearview Auto-dimming Mirror with Microphone
 Security Alarm
 Cabrio Retractable Soft Top — Available



500 CABRIO

*A note about this catalog: all disclaimers and disclosures can be found in the Abarth section, page 23.



IT'S NOT JUST A CAR, IT'S A MOVEMENT

The FIAT® 500 Pop has standout looks that are elevated by technical talents that turn driving into high art. With 500 Pop, drivers will draw parallels to its art-era namesake: it challenges conventional vehicle aesthetic ideas with a nonconformist silhouette and a march-to-the-beat-of-your-own-drum color palette. Agile performance and urban-friendly dexterity demonstrate its considerable talents. The exclusive 1.4L I6V MultiAir® engine delivers up to an impressive 31 city/38 highway mpg.* Pair it with either a 5-speed manual or the available 6-speed automatic transmission. Plus the Sport mode, standard on all FIAT 500 models, makes for a more responsive performance overall. The FIAT 500 Pop offers extra amenities that make any commute a breeze. It's how to kick back and go forth.



FIAT® 500 Pop

*Based on 2016 EPA estimates, actual mileage may vary. Top to bottom: FIAT® 500 Pop shown in Rosso with Sport Appearance Package.

SOPHISTICATES, THIS IS YOUR COMFORT ZONE

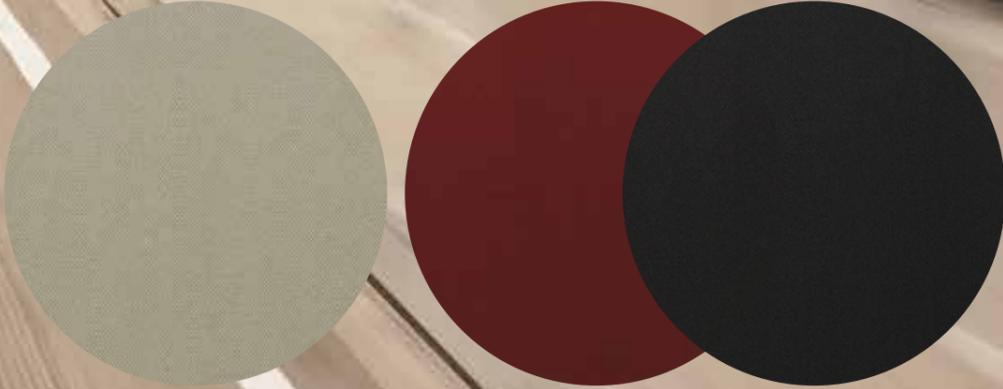
The FIAT® 500 Lounge harkens back to a time when extra effort was paid to attire, furnishings and manners. While the FIAT 500 Lounge will capture the attention of a whole new generation of trendsetters, it also focuses inward to include driver and passenger amenities that make any trip special. The luxuries of a leather-wrapped steering wheel and leather-trimmed seating are just a sampling of its VIP perks. Italian style, state-of-the-art technology and an available BeatsAudio™ Premium Sound System add to the overall luxe experience.



FIAT® 500 Lounge

IT'S A BREEZE

This is the vehicle the open road was invented for: the FIAT® 500 Cabrio features an innovative three-position, power-folding, retractable soft top that lets you feel the wind in your hair on a whim — even at speeds up to 60 mph. Its preset positions offer a range of stopping points from slightly open to fully dropped. This dual-layer cloth top is available in a choice of three colors, improving views from inside and out. Inviting both passengers and the sun in, the 500 Cabrio features fifteen fashion-forward exterior colors with color-coordinated interior finishes, including the body-colored instrument panel. All are synonymous with iconic design, self-expression and fun.



Soft Top Colors: Beige, Bordeaux or Nero

FIAT® 500 Cabrio

FIAT 500 Pop Cabrio shown in Bianco with Bordeaux soft top.

It's Go Time

The award-winning, gas-sipping FIAT® 1.4L 16V MultiAir® engine will take both you and your money further—we figure that's way more fun per mile.

NIMBLE AND QUICK

Let's face it, less time and money at the pump mean more time and money to invest in the things you really want to do. MultiAir is exclusive FIAT powertrain technology that was a decade in the making. It utilizes electrohydraulic valves for more dynamic and direct control of air and combustion. Power is improved up to 10 percent, torque goes up 15 percent, and fuel efficiency has a 10 percent advantage over conventional naturally aspirated engines. Emissions, in turn, are cut an impressive 10 percent. The MultiAir engine boasts 101 horsepower at 6,500 rpm and 98 lb-ft of torque at 4,000 rpm.

So let's boil all that tech-speak down to real-life terms. Thanks to the unique advancements of MultiAir technology, you can count on 31 mpg* zipping around town and 38 mpg* flying down the highway. Pair it with the available 6-speed automatic transmission, and you'll experience excellent performance. Expect responsive full-throttle launches, quick wide-open-throttle upshifts and smooth downshifts. With the responsive 5-speed manual transmission (standard), it's all about control. Shift with precision, accelerate with authority, and brake quickly with confidence.

Standard on all FIAT 500 models, the Sport mode makes for a more responsive performance overall, with even more precise steering and sharpened shift points when equipped with the automatic transmission. All it takes is the push of a button.



FIAT 500 and 500c Powertrain

38 MPG*
HIGHWAY

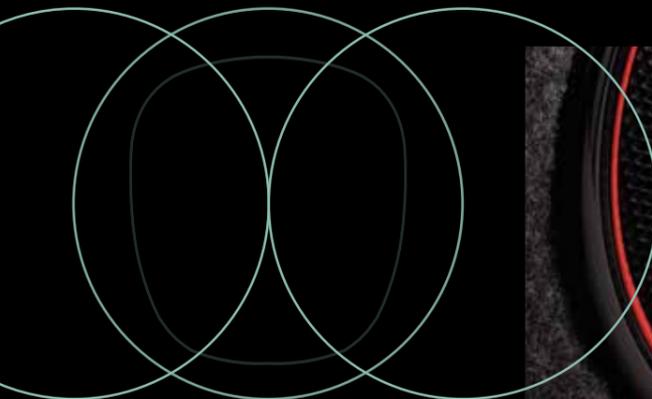
TRANSPORTING TECH

From an inside perspective, FIAT® 500 offers advanced technology everywhere within sight and touch—all highly intuitive to be helpful (not confusing) additions to your journey. The Thin Film Transistor (TFT) display sits front and center in the instrument cluster of 500. Your speed (along with an image of your FIAT 500) will be prominently displayed in high-definition. Secondary information like gas mileage, range and distance traveled will also be shown in smaller graphics surrounding the center data display. Conveniently placed window, audio and Uconnect® touchscreen controls assure the road has your undivided attention.



*Based on 2016 EPA-estimated 31 city/38 highway mpg.

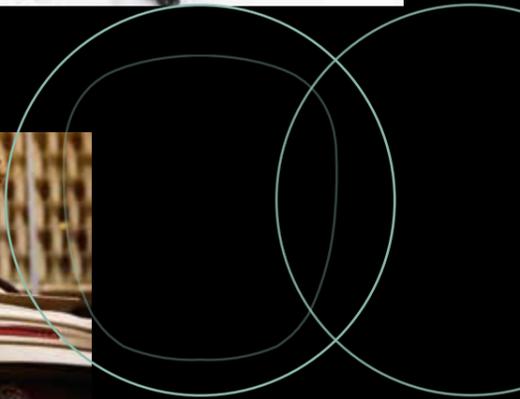
*Based on 2016 EPA estimates, actual mileage may vary.



Always a *high* note

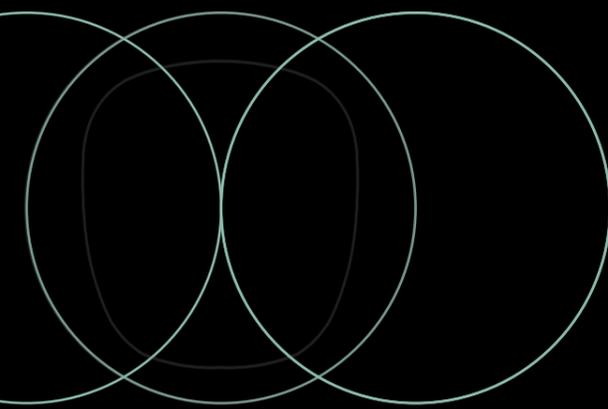
A MUSICAL SCORE

Every trip has its own soundtrack when you turn to the superior sounds generated by the available BeatsAudio™ Premium Sound System by Dr. Dre. Get studio-quality sound, just the way the artist intended. The system features an 8-channel, 368-watt amplifier with BeatsAudio Digital Sound Processing (DSP), 1-inch tweeters in the A-pillars, two 6.5-inch woofers located in the doors and two 3.5-inch speakers in the rear quarter, and an 8-inch Dual-Voice Coil (DVC) subwoofer mounted in the trunk for those deep lows.



Uconnect™

As the name suggests, Uconnect® is an advanced multimedia system that gives drivers and passengers essential links to keep up with their changing-by-the-minute day. The standard 5-inch touchscreen along with hands-free¹ technologies deliver essential information and entertainment while keeping you focused on driving. Receive and reply to calls and texts;² find your way with turn-by-turn navigation, discover local shops and restaurants, and tune in to your favorite music, talk, sports, weather and traffic stations via SiriusXM® subscription radio.³ With Uconnect, the always-efficient FIAT® 500 helps you get more mileage out of your schedule, too.





Adventure starts from
a place of comfort



ALL-AROUND GOOD FEELING

Available heated driver and front-passenger seats keep you comfy even on chilly, top-down days.



500 Interior Colors

Surrounding hues

Grigio Cloth with either Avorio or Nero headrests and seat tops
Standard on 500 Pop and 500c Pop

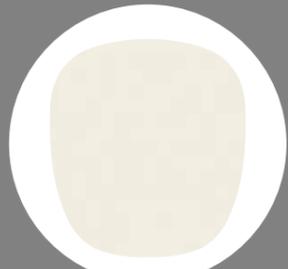
Rosso Cloth with either Avorio or Nero headrests and seat tops
Standard on 500 Pop and 500c Pop

Avorio Leather Trim
Standard on 500 Lounge and 500c Lounge

Rosso Leather Trim
Standard on 500 Lounge and 500c Lounge

Nero Leather Trim
Standard on 500 Lounge and 500c Lounge

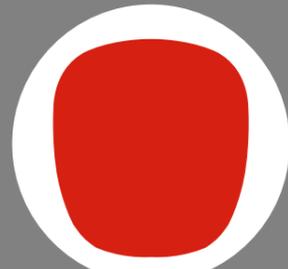
Marrone Leather Trim with Avorio headrests and seat tops
Standard on 500 Lounge and 500c Lounge



BIANCO PERLA



BILLET ARGENTO



SPITFIRE ORANGE



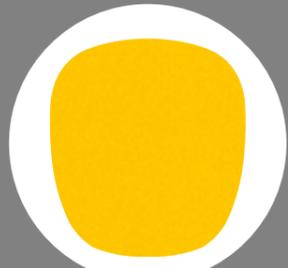
LASER BLU



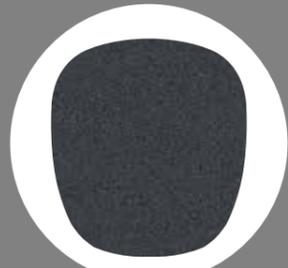
VERDE CHIARO



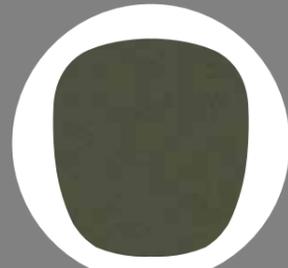
GRIGIO CENRE



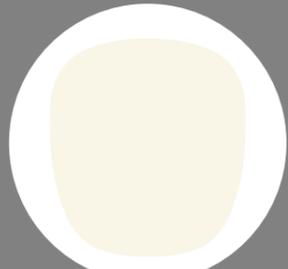
GIALLO MODERNA PERLA



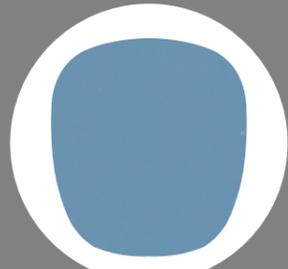
GRANITO LUCENTE



VERDE OLIVA



BIANCO



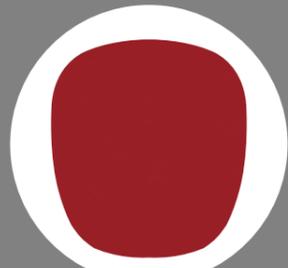
CELESTE BLU



NERO PURO



RHINO



ROSSO

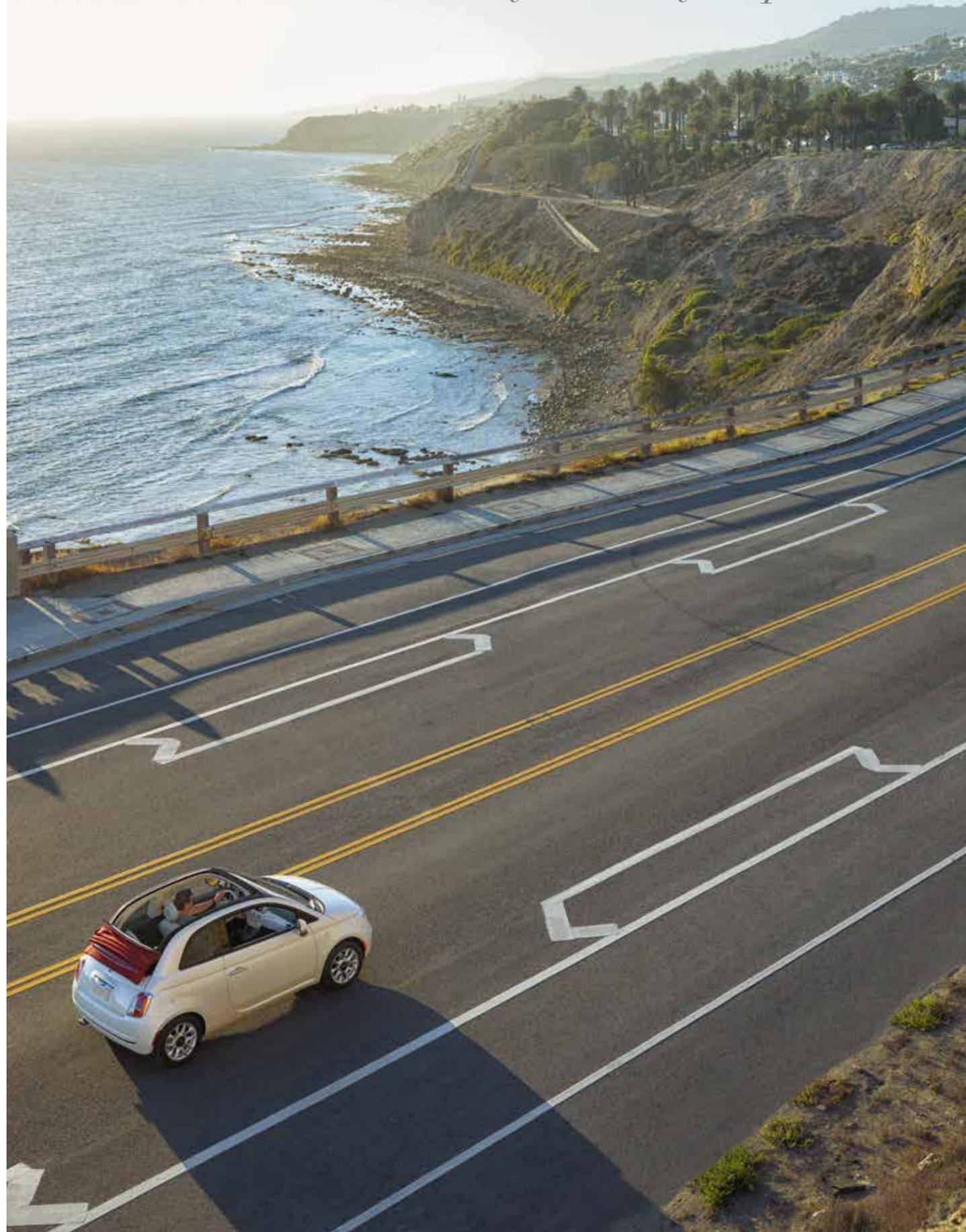


LATTE MENTA



Incorporating *modern style*

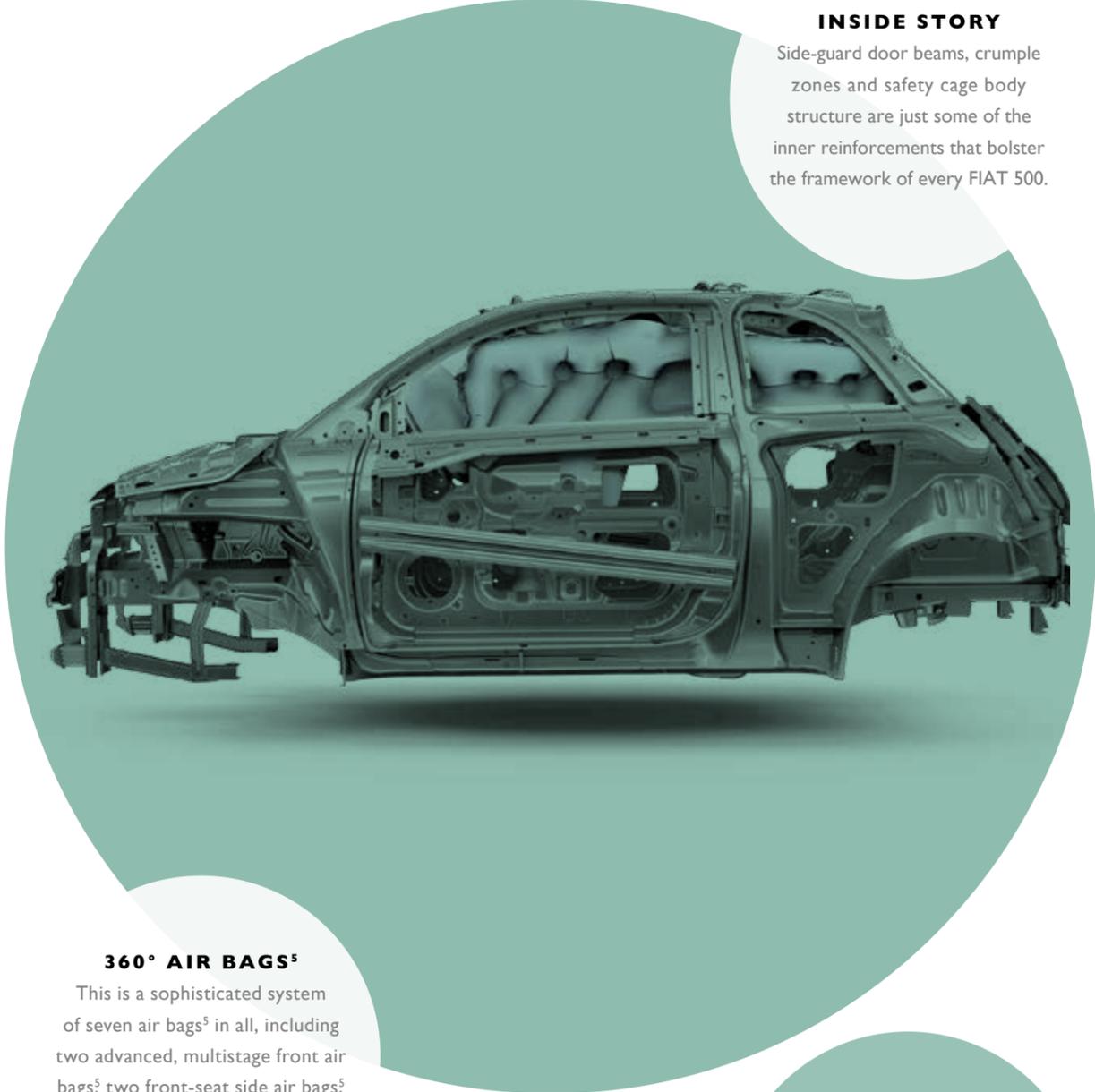
Peace of mind: *with you every trip*



Safety and security begin at the core of every FIAT® 500, thanks to a strong unibody structure and advanced features.

INSIDE STORY

Side-guard door beams, crumple zones and safety cage body structure are just some of the inner reinforcements that bolster the framework of every FIAT 500.



360° AIR BAGS⁵

This is a sophisticated system of seven air bags⁵ in all, including two advanced, multistage front air bags⁵; two front-seat side air bags⁵; a driver's knee blocker air bag⁵ and two side-curtain air bags⁵.

EXTRA-SENSORY

Electronic Stability Control (ESC)⁶; Antilock Brake System (ABS), Tire Pressure Monitoring (TPM), Hill Start Assist (HSA) and Remote Keyless Entry all aid and alert drivers.

FIAT® 500 and 500c Specifications

	POP HATCHBACK	LOUNGE HATCHBACK	POP CABRIO	LOUNGE CABRIO
ENGINE AND TRANSMISSION				
1.4L 16V MultiAir® I-4 — 101 hp/97 lb-ft of torque with 5-speed manual	•	•	•	•
6-speed automatic	○	○	○	○
MECHANICAL FEATURES				
Brakes — Antilock 4-wheel disc	•	•	•	•
Engine Block Heater	○	○	○	○
Exhaust System — Chrome tip	•	•	•	•
Speed Control — Steering wheel-mounted	•	•	•	•
Suspension — Normal-duty	•	•	•	•
EXTERIOR FEATURES				
Antenna — Removable short-mast	•	•		
Windshield			•	•
Belt Moldings — Nero	•		•	
Bright		•		•
Bodyside Molding — With 500 logo		•		•
Cabrio Top — Power, folding, 3-position premium soft top			•	•
Soft top, Nero			•	•
Soft top, Bordeaux (requires Nero or Avorio leather-trimmed seats on Lounge Cabrio)			○	○
Soft top, Beige (requires Marrone, Nero, Rosso or Avorio leather-trimmed seats)				○
Lamps — Bifunctional halogen projector headlamps	•	•	•	•
Black-trimmed (included with Sport Appearance Package)	P			
Daytime running lamps (DRLs)	•	•	•	•
Fog lamps (included with Sport Appearance Package)	P	•		•
Mirrors — Folding, body-color, power, heated	•		•	
Folding, Chrome, power, heated		•		•
Spotter mirror, driver's side	•	•	•	•
Roof — Fixed-glass		•		
Power sunroof (requires Popular Equipment Group)	○	P/O		
Spoiler — Sport (included with Sport Appearance Package)	P			
Tires — 185/55R15	•	•	•	•
195/45R16XL (included with Sport Appearance Package)	P			P
Compact spare	○	○	○	○
Wheels — 15-inch Tech Silver aluminum	•		•	
16-inch Hyper Black aluminum (included with Sport Appearance Package)	P			
15-inch polished aluminum with Tech Silver pockets		•		•
16-inch aluminum		○		○
Windows — Power with front row 1-touch down	•	•	•	•
INTERIOR FEATURES				
Air Conditioning — Manual	•		•	
Automatic Temperature Control (ATC) (included with Popular Equipment Group)	P	•	P	•
Assist Handle — Front-passenger (not available with power sunroof)		•	•	•
Defroster — Rear window	•	•	•	•
Door Locks — Power	•	•	•	•
Electronic Vehicle Information Center (EVIC) — Includes trip odometer, outside temperature, average fuel usage, distance to empty, low fuel and service data	•	•	•	•
Premium 7-inch High-Definition Thin Film Transistor (TFT) display	•	•	•	•
Interior Accents — Instrument panel-matching exterior paint color	•	•	•	•
Mirrors — Manual with microphone in rearview mirror	•		•	
Rearview, auto-dimming with microphone (included with Popular Equipment Group)	P	•	P	•
Power Outlet — 12-volt auxiliary center console	•	•	•	•
Rear Cargo Shelf Panel	•		•	

FIAT® 500 and 500c Specifications

	POP HATCHBACK	LOUNGE HATCHBACK	POP CABRIO	LOUNGE CABRIO
INTERIOR FEATURES (continued)				
Seating — Driver's seat with armrest, manual height adjuster, easy entry and memory	•	•	•	•
Front seatback pocket, driver and passenger		•		•
Front seatback pocket, passenger-side	•		•	
Front-passenger's seat with armrest		•		•
Front-passenger's seat with easy entry and memory	•	•	•	•
Heated front		•		•
Leather-trimmed front buckets with seatback logo		•		•
Premium cloth front bucket	•		•	
Rear 50/50 split-folding bench seat	•	•	•	•
Shift Knob — Black urethane	•		•	
Chrome		•		•
Leather-wrapped (included with automatic transmission)		P		P
Speedometer — 140-mph primary	•	•	•	•
Steering Column — Manual tilt	•	•	•	•
Steering Wheel — Leather-wrapped with mounted controls	•	•	•	•
MULTIMEDIA AND AUDIO SYSTEMS				
GPS Navigation — Included with Navigation and Sound Group I	P	○	P	○
Radio — BeatsAudio™ Premium Sound System (included with BeatsAudio Package)	○	○	○	○
FIAT Premium Audio System	•	•	•	•
SiriusXM® Satellite Radio ³ (included with Navigation and Sound Group I and Popular Equipment Group)	P	•	P	•
Uconnect® 5.0 with AM/FM/Bluetooth® 5-inch touchscreen, Integrated Voice Command ¹ with Bluetooth, Media Hub, iPod® interface and USB charging port	•	•	•	•
SAFETY & SECURITY				
Air Bags ⁵ — Dual advanced driver and front-passenger	•	•	•	•
Supplemental driver's knee blocker	•	•	•	•
Supplemental front seat-mounted side	•	•	•	•
Supplemental side-curtain for outboard occupants in both rows	•	•	•	•
Child Seat Anchor System (LATCH)	•	•	•	•
Electronic Stability Control (ESC) ⁶ — Includes Traction Control and Brake Assist	•	•	•	•
Front-passenger Seat Belt Alert	•	•	•	•
Front-seat Reactive Head Restraints ⁷	•	•	•	•
Front-seat Seat Belts — With pretensioners and load limiters	•	•	•	•
ParkSense® Rear Park Assist System ²		•	•	•
Remote Keyless Entry — Lock/unlock function for both doors and rear liftgate	•	•	•	•
Security Alarm		•		•
Sentry Key® Engine Immobilizer System — Antitheft technology	•	•	•	•
Tire Pressure Monitoring System	•	•	•	•
PACKAGES/EQUIPMENT GROUPS				
BeatsAudio Package — Includes BeatsAudio Premium Sound System, SiriusXM Satellite Radio ³ with 1-year subscription	○	○	○	○
Navigation and Sound Group I — Includes GPS navigation and SiriusXM Satellite Radio ³ with 1-year subscription	○		○	
Popular Equipment Group — Includes rearview auto-dimming mirror with microphone, Automatic Temperature Control (ATC) air conditioning, heated front seats and SiriusXM Satellite Radio ³ with 1-year subscription	○		○	
Smoker's Group — Includes removable ashtray and lighter	○	○	○	○
Sport Appearance Package — Includes Sport front and rear fascias, Black-trimmed headlamps, fog lamps, side-sill ground effects, Sport spoiler and 16-inch Hyper Black aluminum wheels	○			

• = Included. ○ = Optional. P = Available within Package noted.



15-INCH FIVE-SLOTTED-SPOKE TECH SILVER PAINTED ALUMINUM
Standard on 500 Pop and Pop Cabrio



15-INCH SEVEN-SPLIT-SPOKE ALUMINUM WITH TECH SILVER POCKETS
Standard on 500 Lounge and Lounge Cabrio



16-INCH FIVE-SLOTTED-SPOKE HYPER BLACK PAINTED ALUMINUM ALLOY
Available on 500 Pop with Sport Appearance Package



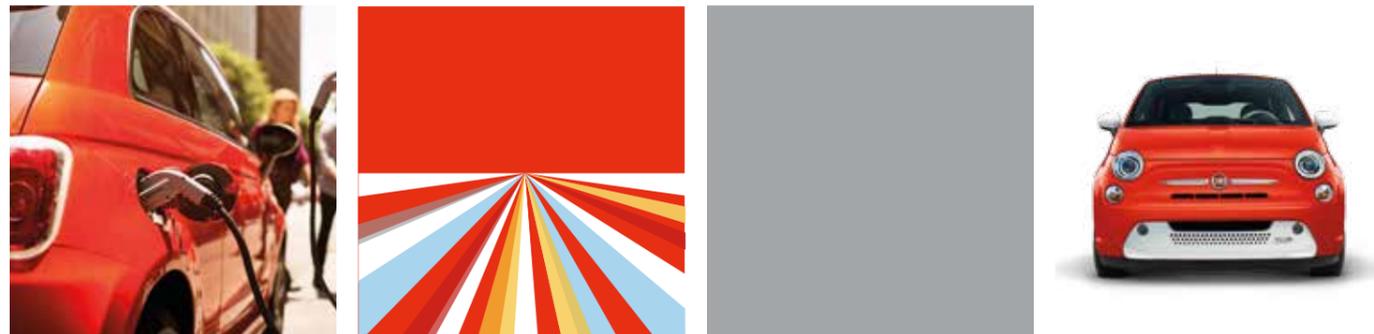
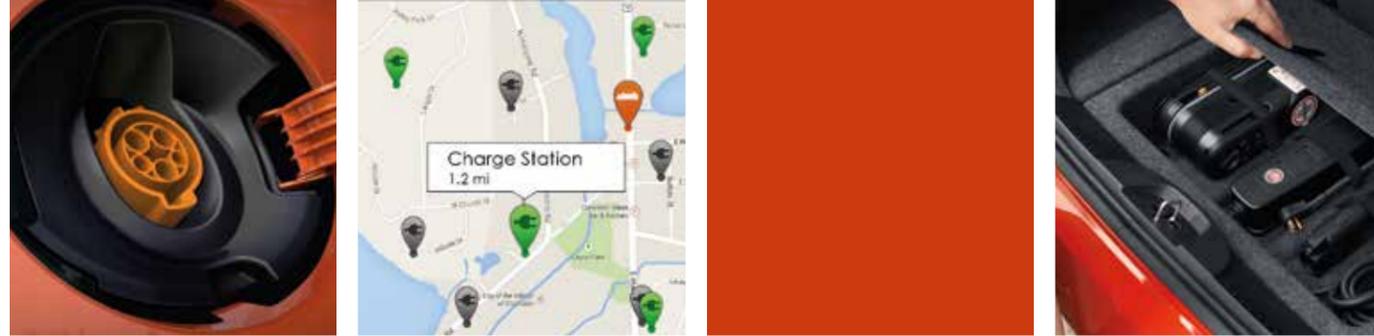
16-INCH 17-SPOKE ALUMINUM ALLOY
Optional on 500 Lounge and Lounge Cabrio



FIAT® 500e* is the emissions-free vehicle that generates as much excitement as it does unbridled power. This is a green vehicle that doesn't compromise on

design, performance or personality to achieve environmental compatibility. It delivers all the simplicity and fun of FIAT®... minus the CO₂.

FIAT® 500e



500e Highlights

FIAT® 500e engineers combined intelligently integrated electric propulsion and innovative connectivity features with the beloved FIAT Italian design tradition of fun, city-friendly, driver-responsive cars.

FIAT 500e

- 83-kW Electric Drive Motor, 111 hp/147 lb-ft of Torque with Single-speed Gearbox
- 4-Wheel Antilock Regenerative Disc Brakes
- 15-inch Painted Aluminum Wheels
- Fog Lamps
- Premium Leatherette Bucket Seats
- Leather-wrapped Steering Wheel with Audio Controls
- Premium 7-inch Cluster Display
- Alpine® Premium Audio System
- Remote Keyless Entry
- Uconnect® 5-inch Touchscreen Radio with Integrated Voice Command¹ and Bluetooth®
- ParkSense® Rear Park Assist System²
- SiriusXM® Satellite Radio³
- Security Alarm



500e FRONT



500e BACK

FIAT 500e SPORT

- 83-kW Electric Drive Motor, 111 hp/147 lb-ft of Torque with Single-speed Gearbox
- 4-Wheel Antilock Regenerative Disc Brakes
- 15-inch Painted Aluminum Wheels with Orange Accents
- Orange Mirror Caps
- Orange Bodyside Stripes
- Black-trimmed Headlamp Bezels



500e SPORT



Good Going

With a city range of 121 miles MPGe and a highway range of over 100 miles,* FIAT® 500e boasts a truly innovative electric-drive motor that really performs—for you and the planet.

FIAT 500e TECH-SPEAK

It all starts with the 24-kWh lithium-ion battery that revs up a permanent-magnet, three-phase synchronous drive motor that outputs 111 horsepower (83 kW). It's called the Battery-Electric Drive System, and it's accessible via conveniently placed center-stacked push buttons that replace a conventional shifter. When the car is taken out of Park, its design produces an impressive 147 lb-ft of torque, yet allows for lower motor input speeds that conserve battery energy and extend range.

FIAT 500e features a sophisticated battery thermal-management system that maintains optimal operating temperatures and greatly reduces issues with outside temperature extremes. And with lower wind resistance from aerodynamic design improvements, regenerative brakes and 15-inch low-rolling-resistance tires, FIAT 500e really hums along. It all adds up to the 121 miles per gallon of gasoline equivalent (MPGe) city* and 103 MPGe highway* of battery-only electric power — and zero emissions.

A Power Inverter Module (PIM) helps create those nimble FIAT 500 handling characteristics: the pedal responds appropriately when accelerating and decelerating. PIM assists with braking, accommodating regeneration, and reducing brake wear.

The battery pack is strategically located to improve front-to-rear balance. The 16.3:1 steering-gear ratio is coupled with Electronic Power Steering (EPS) calibration, which increases steering response and feedback. Regenerative braking adds an extra measure of control and reclaimed power, with vented front disc brakes and a high-efficiency energy-regenerating system. Its ingenious design extends both range and brake life.



FIAT 500e Electronic Powertrain

*2016 EPA-estimated miles per gallon of gasoline equivalent (MPGe). Actual mileage may vary.

Uconnect

STAY INFORMED AND ENTERTAINED

Between the enhanced graphics of the 500e premium 7-inch Thin Film Transistor (TFT) display (right) and the Uconnect® 5-inch touchscreen radio (below), you can count on up-to-the-minute vehicle intel as well as the very latest music and news from the world at large. Check things like speed, battery range, state of battery charge and tire pressure while staying current through Uconnect's Integrated Voice Command¹ and Bluetooth® connectivity.



PREFERRED CHARGE

While FIAT® 500e can be charged via regular home (110v/120v) outlets in less than 24 hours, owners will benefit from the professional installation of a Level 2 (220v/240v) charger that keeps charging times to less than four hours. Costs to install may be eligible to be offset by generous federal tax credits along with state, local and utilities incentive programs.

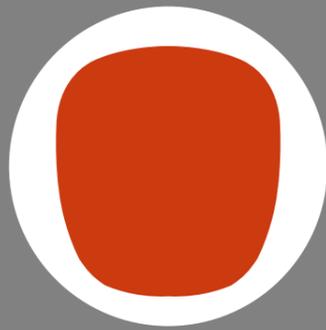


POWER ON THE GO

A visual LED-illuminated state-of-charge indicator will let you know when it's time to recharge. Just plug the charging cable into a dedicated 120-volt electrical outlet for an on-the-go charge while parked at work, when shopping or at home. This Level 1 charge will give you an average of 9 to 10 miles of range for every three hours of charging and will bring your FIAT 500e to full battery power in less than 24 hours.



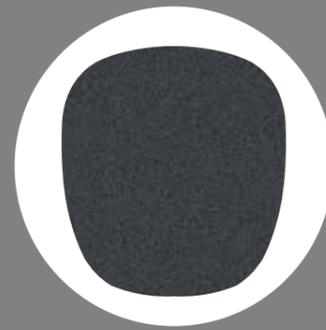
FIAT® 500e



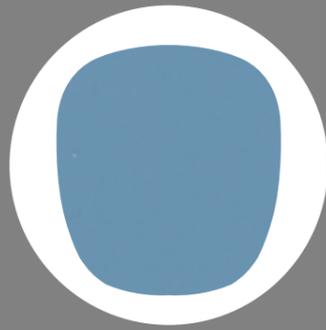
ARANCIO ELETTRICO PERLA



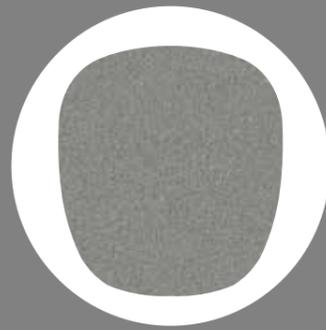
GRIGIO CENRE



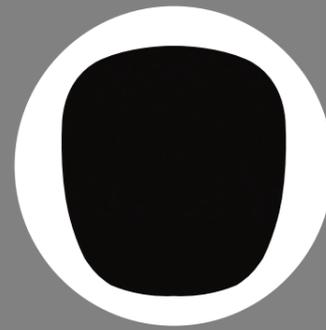
GRANITO LUCENTE



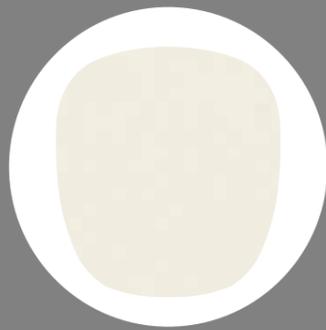
CELESTE BLU



BILLET ARGENTO



NERO PURO



BIANCO PERLA



RHINO

FIAT 500e WHEELS



15-INCH FIVE-SPOKE CAST ALUMINUM WITH BLACK POCKETS
Standard on 500e



15-INCH FIVE-SPOKE BLACK PAINTED CAST ALUMINUM WITH ORANGE ACCENTS
Available on 500e with eSport Package



NERO INTERIOR WITH STEAM TRIM



STEAM INTERIOR WITH ORANGE TRIM

FIAT® 500e Specifications

	500e	500e SPORT
ENGINE AND TRANSMISSION		
83-kW Electric Drive Motor, 111 hp/147 lb-ft of torque with single-speed gearbox	•	•
MECHANICAL FEATURES		
Batteries — 12-volt/500-amp, maintenance-free (low-voltage lead-acid)	•	•
Battery pack	•	•
Brakes — 4-wheel antilock with 4-wheel regenerative	•	•
Steering — Electric power	•	•
Suspension — Heavy-duty with MacPherson struts front and torsion beam rear	•	•
EXTERIOR FEATURES		
Fascia Inserts — Black (included with Black interior except with Electric Orange Tri-Coat)	P	P
White (included with Black interior and Electric Orange Tri-Coat or Steam interior)	P	P
Fog Lamps	•	•
Headlamps — Bifunctional halogen projector	•	•
Black-trimmed		•
Mirrors — Accent-color, power, heated (included with Black interior and Electric Orange Tri-Coat or Steam interior)	P	
Body-color, power, heated	•	
Orange, power, heated with Orange bodyside stripe		•
Rear Spoiler — Eco	•	•
Sunroof — Power	O	O
Tires — P185/55R15	•	•
Wheels — 15-inch x 5.5-inch front x 6.5-inch rear painted aluminum with Nero-accented inserts (unique to 500e models)	•	
15-inch x 5.5-inch front x 6.5-inch rear Nero-painted aluminum with Electric Orange inserts (unique to 500e models)		•
Windows — Power, with front 1-touch down	•	•
Windshield Wipers — Front, variable/intermittent	•	•
Rear window wiper/washer	•	•
INTERIOR FEATURES		
Climate Control — Automatic Temperature Control (ATC) with micron filter	•	•
Defroster — Rear window	•	•
Door Locks — Power	•	•
Instrument Panel — Accent-color bezel	•	•
Mirror — Rearview auto-dimming with microphone	•	•
Power Outlet — 12-volt DC auxiliary	•	•
Seats — Front-seat armrests	•	•
Front-seat memory	•	•
Front seatback pockets	•	•
Heated front	•	•
Leatherette front bucket	•	•
Rear 50/50 split-folding	•	•
Speed Control	•	•
Speedometer — Premium digital Thin Film Transistor (TFT)	•	•
Steering Wheel — Leather-wrapped with audio controls	•	•
ENTERTAINMENT AND TELEMATICS SYSTEMS		
GPS Navigation System	•	•
Radio — SiriusXM® Satellite Radio ³ with 1-year subscription	•	•
Uconnect® 5.0 AM/FM/Bluetooth® with 5-inch touchscreen and Integrated Voice Command ¹	•	•
Uconnect Vehicle Access via Vehicle Application	•	•
Speakers — Alpine® Premium Audio System	•	•
Steering Wheel-mounted Audio Controls	•	•
SAFETY & SECURITY		
Advanced Tire Pressure Monitoring System	•	•
Air Bags ⁵ — Advanced multistage front	•	•
Driver-side knee blocker	•	•
Supplemental front-seat side	•	•
Supplemental side-curtain	•	•
Child Seat Anchor System (LATCH)	•	•
Daytime Running Lamps (DRLs)	•	•
Head Restraints ⁷ — Front-seat reactive	•	•
ParkSense® Rear Park Assist System ²	•	•
Remote Keyless Entry	•	•
Security Alarm System	•	•
Sentry Key® Engine Immobilizer System	•	•

• = Included. O = Optional. P = Available within Package noted.

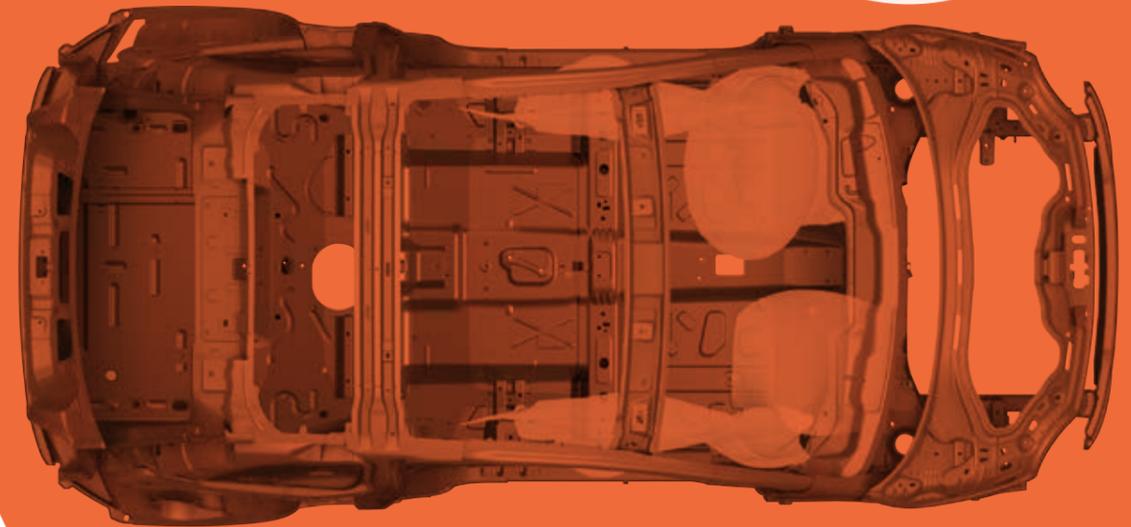
The earth-friendly FIAT® 500e cares for its occupants, too—with more than 40 safety and security features.*

NOW HEAR THIS

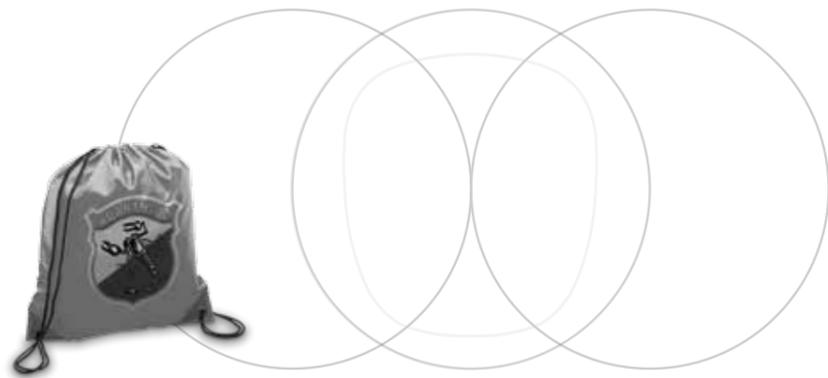
The extremely quiet FIAT 500e has an audible pedestrian warning system that uses distinctive sounds to help ensure the safety and security of other road users.

HILL START ASSIST

This feature helps the driver in launching the vehicle on an incline. It helps maintain brake pressure for a short duration once the driver's foot is taken off of the brake pedal.

**CONFIDENCE-BUILDERS**

500e boasts a steel safety frame, seven air bags⁵; advanced Electronic Stability Control (ESC)⁶; hands-free communication¹; crumple zones, remote keyless entry and more.



STRIKING STYLE.

Display your affection for striking style and attitude with colorful merchandise that complements an active lifestyle. This youthful collection includes everything from trendsetting apparel to distinctive conversation pieces for home, office and travel.

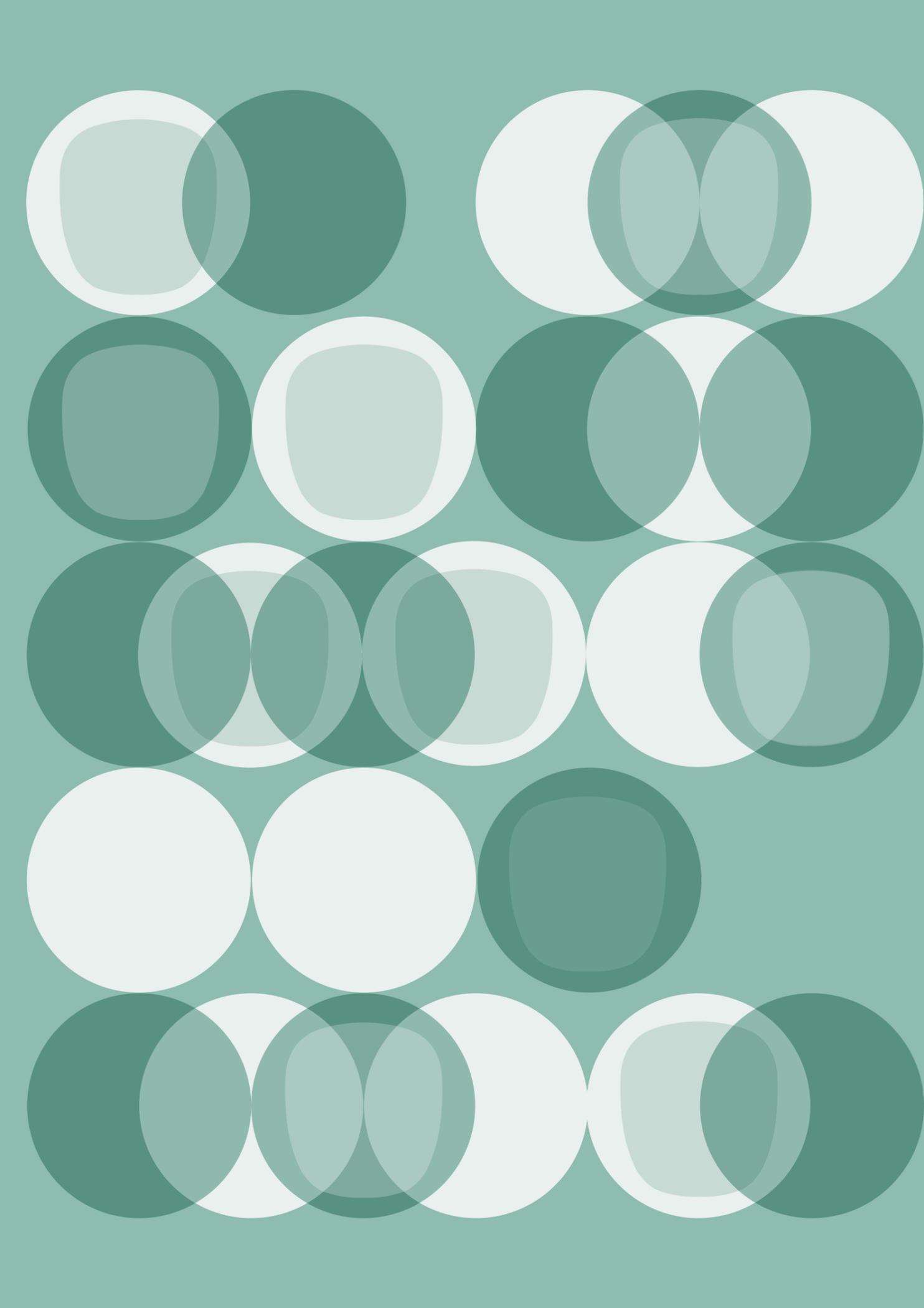
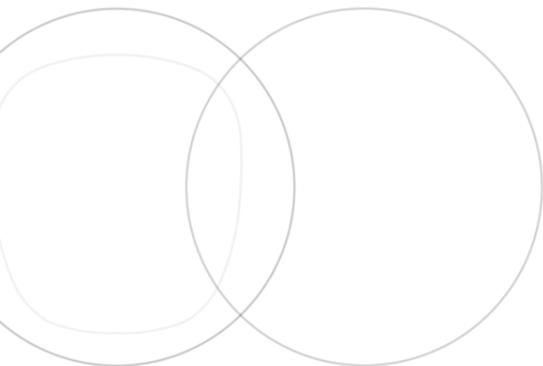
Take an engaging multimedia tour on your mobile device. Log on to the fiatusa.com mobile site for a comprehensive, at-a-glance review of what you need to know about your FIAT® Brand vehicle. You'll experience visual and interactive demonstrations of the entire lineup and enjoy access to product information at your fingertips, wherever you go.

e - s t o r e . f i a t u s a . c o m

Standard coverage includes: Basic Limited Warranty — 4 Years/50,000 Miles, Anti-Corrosion Perforation Limited Warranty (outer panel) — 5 Years/100,000 Miles, Roadside Assistance (services include the following) — Four Years/Unlimited Miles: Flat-Tire Service, Out of Gas/Fuel Delivery (maximum two gallons), Battery Jump Assistance, Lockout Service and Towing Assistance. Visit your FIAT Studio for additional details, eligibility and restrictions.

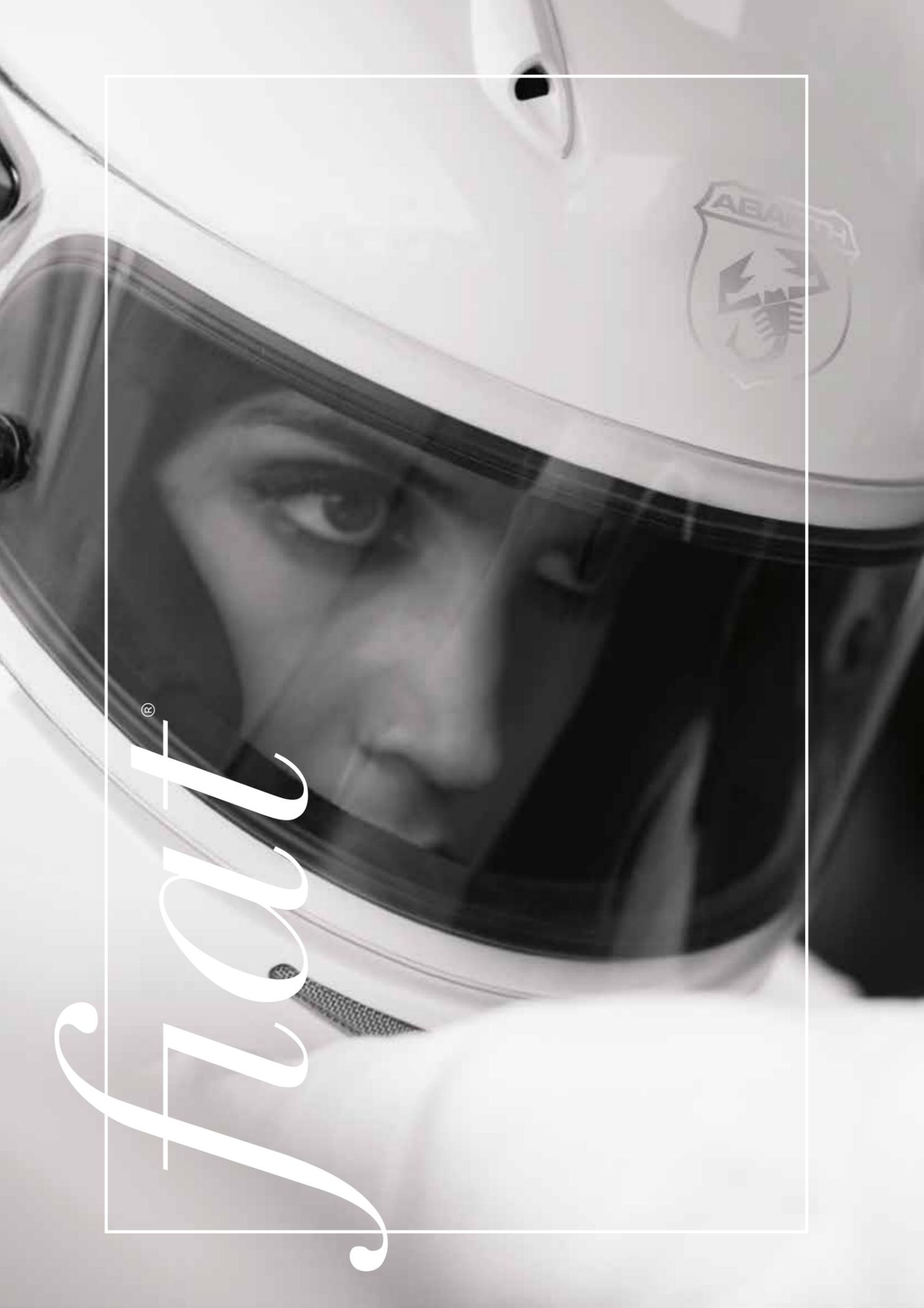


Join fellow enthusiasts and tell your story by posting comments, participating in discussions and sharing your FIAT Brand vehicle photos and videos. Connect with our community on Facebook (facebook.com/fiatusa), follow us on Twitter (twitter.com/fiatusa), and check us out on YouTube (youtube.com/fiatusa), Tumblr (fiatusa.tumblr.com), Google+ (plus.google.com/+fiatusa), FIAT Backstage (blog.fiat.com), Instagram (instagram.com/fiatusa), Pinterest (pinterest.com/fiatusa) and Vine (vine.co/fiatusa). Thank you for following.



FIAT® 500 ABARTH®





FIAT®

A century ago, Karl Abarth boldly imagined bringing race-ready vehicles to the street. The very latest expression of that vision? FIAT® 500 Abarth®. Faithful to the “small but wicked” Abarth moniker, this year’s Scorpion brings its own formidable brand of outstanding performance, aggressive styling and technological advancement. To say this little car packs a mighty sting may just be 2017’s biggest understatement.

RACETRACK DNA. It produced more than 10,000 race victories, 10 world records and 133 international titles. Success has been a consistent cornerstone behind the acclaimed Abarth marque. This is the story of The Scorpion.

FIAT® 500: BIG PERSONALITIES

style maker



rule breaker





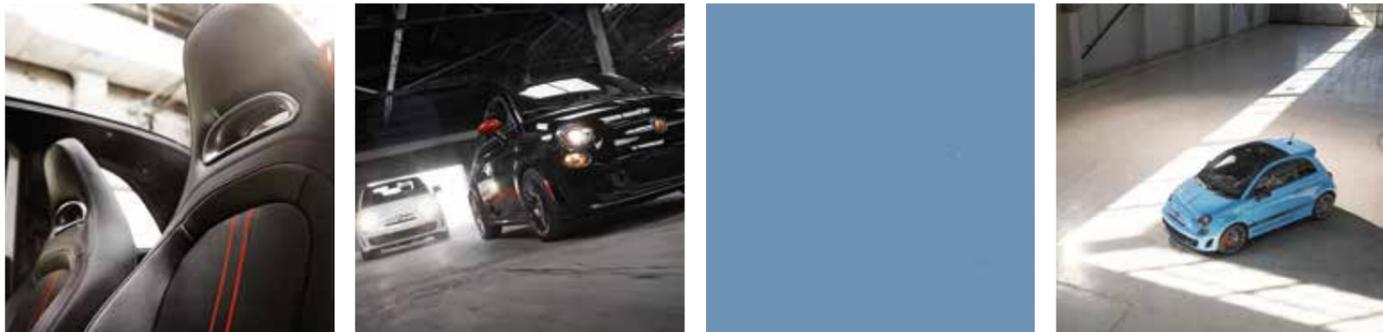
500 Abarth Highlights

FIAT® 500 Abarth®, thrilling in both its Hatchback and Cabrio version, serves up a long list of powerful features that make “fast” happen. One thing that’s not an option? Subtlety.



ABARTH FEATURES

- 1.4L 16V MultiAir® I-4 Turbo — 160 hp/170 lb-ft of Torque with 5-speed Manual, 157 hp/183 lb-ft of Torque with the available 6-speed Automatic
- Performance 4-Wheel Antilock Disc Brakes with Red Calipers
- Abarth-designed Performance Dual Exhaust
- Performance Suspension
- Torque Transfer Control (TTC)
- 16-inch Forged Hyper Black Aluminum Wheels
- Performance Spoiler
- Performance High-back Front Bucket Seats with Seat Belt Pass-through
- Abarth-designed Perforated and Leather-wrapped Steering Wheel with Audio Controls
- FIAT Premium Audio System
- Uconnect® 5-inch Touchscreen Radio with Integrated Voice Command¹ and Bluetooth®
- ParkSense® Rear Park Assist System²
- Cabrio Retractable Soft Top – Available



ABARTH FRONT



ABARTH REAR



ABARTH CABRIO

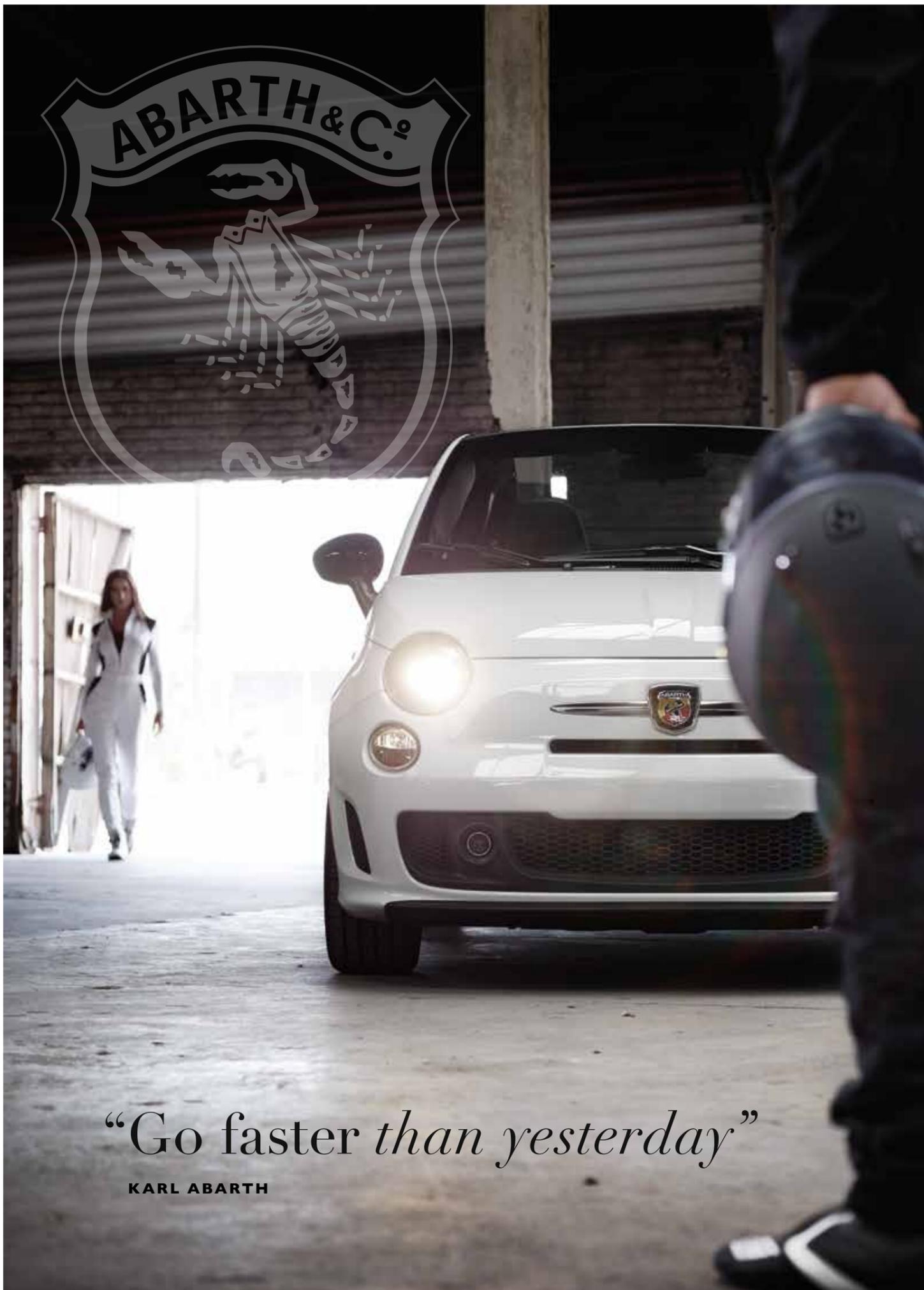


FIAT 500 Abarth and Abarth Cabrio Key Features



BEHOLD THE SCORPION

The aerodynamic styling of FIAT® 500 Abarth® reflects countless hours of wind tunnel sculpting and amplifies the legendary lines. Every part of its framework melds with the road and shrugs off resistance as it harnesses its turbo power. So with a 160 horsepower beast like FIAT 500 Abarth, discipline is key. Its Torque Transfer Control (TTC) is a dynamic feature that keeps all that power in check by transferring power to the drive wheels for improved at-the-limit handling. It operates with the Electronic Stability Control (ESC)⁶ system to transfer torque from a front wheel that slips to one that grips. All the hard lessons of becoming an expert driver? Handled.



“Go faster *than yesterday*”

KARL ABARTH

A Dominance Gene

A family trait of extreme performance is born from breakthrough thinking: now delivering up to 160 horsepower and 170 lb-ft of torque.

RACETRACK INGENUITY

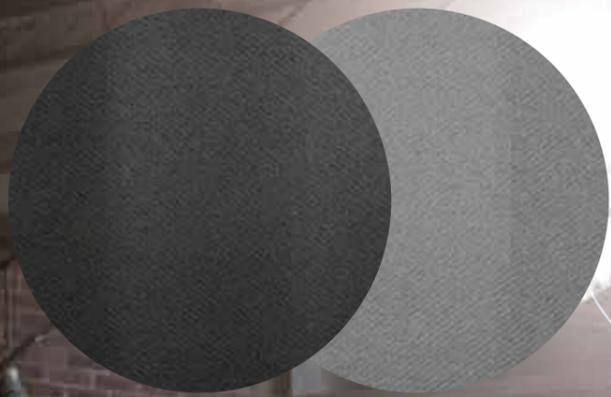
Hidden from view behind the unique Rosso Abarth engine cover, yet making its presence extremely well-known, churns the powerplant that readily dispatches up to 160 horsepower and 170 lb-ft of torque to FIAT® 500 Abarth® drivers. The 1.4L 16V MultiAir® Turbo engine owes its efficiency to lightweight forged steel connecting rods designed with a unique cross-section for strength and durability. A high-flow fresh-air intake system with air box maximizes power with low induction noise. A turbocharger converts exhaust heat and pressure while MultiAir Turbo technology takes into account split-second driver input changes and adjusts accordingly, resulting in a 7.5 percent fuel-efficiency improvement over that of other conventional engines.

MultiAir Turbo technology is paired with either the heavy-duty 5-speed manual transmission or the 6-speed AISIN® heavy-duty automatic transmission. The latter provides a gutsy alternative to manual, footclutch shifting. It delivers professional-level control by increasing throttle response to put out lightning-fast, fuel-cut upshifts and wicked acceleration exhaust notes. Engaging the Sport button provides distinct engine and steering calibrations to maximize horsepower, torque and responsiveness in Sport mode, while Normal mode helps to optimize fuel efficiency and deliver a relaxed, economical drive.

The unique MacPherson strut front suspension and low ride height enhance handling with minimal body roll and improved 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. This is a vehicle that was truly bred to rev.



FIAT 500 Abarth Powertrain



Soft Top Colors: Nero or Grigio

ROOF RAISERS

What happens when you add the thrill of the latest top-down technology to a car with a racing history that rivals the most legendary of marques? Abarth® Cabrio. Its innovative, three-position cloth top invites the outside in, while keeping the interior remarkably quiet. It can be opened to the spoiler while going up to 60 mph — so you can let your hair fly. The FIAT® 500 Abarth hatchback offers the same hair-raising feeling even with a roof solidly overhead.

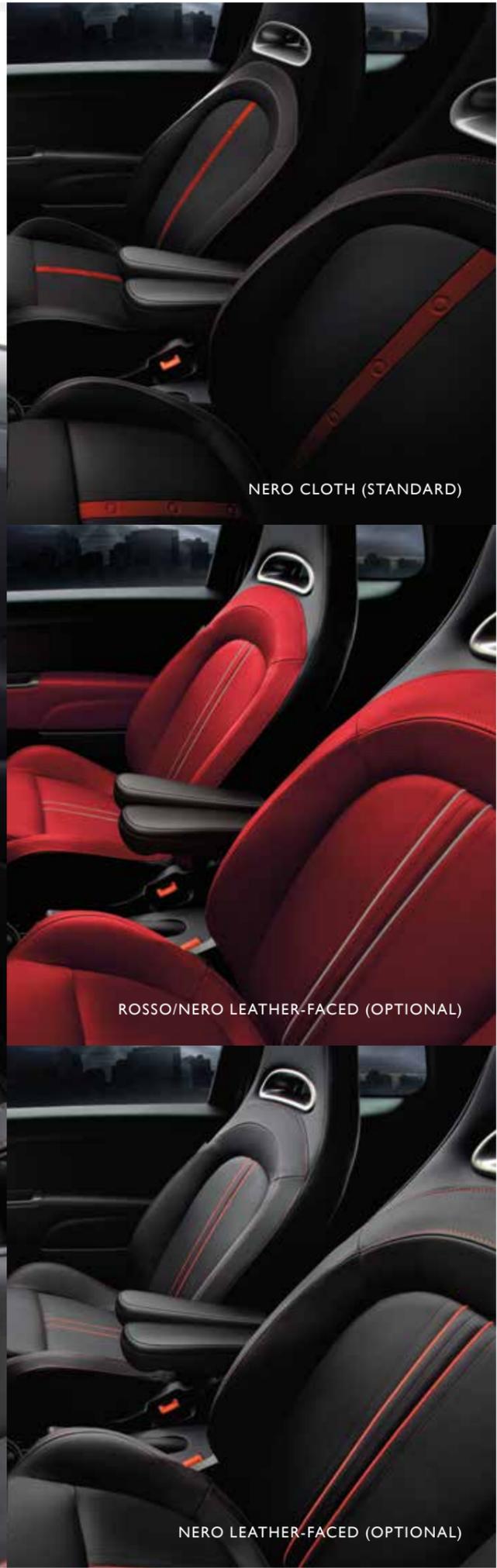


FIAT 500 Abarth Design



FIAT 500 Abarth Interior Colors

All-out performance means *full-on control*



NERO CLOTH (STANDARD)

ROSSO/NERO LEATHER-FACED (OPTIONAL)

NERO LEATHER-FACED (OPTIONAL)



INNER FOCUS

A performance-designed cockpit makes room for all the perks that make a driving cabin worth riding in. High-back bucket seats (available in leather trim or high-grip cloth) incorporate a racing harness pass-through and firm side bolsters. A three-spoke leather-wrapped steering wheel with a race-style flattened bottom further reminds that this is a vehicle intended for track and street. A turbo boost gauge features an integrated LED gearshift indicator to help facilitate gear changes. Automatic Temperature Control (ATC) helps create an ideal cabin climate — even when driving conditions are at their most challenging.



BEATSAUDIO™

High performance meets high fidelity with the BeatsAudio Premium Sound System. Engineers meticulously mapped sound waves and designed algorithms specific to FIAT® 500 Abarth® to fill the cabin with a truly superior acoustic experience. Along with an 8-inch Dual-Voice Coil (DVC) subwoofer and an eight-channel, 388-watt amplifier, six premium speakers (two 1-inch tweeters in the A-pillars, two 6.5-inch woofers in the doors and two 3.5-inch speakers in the rear quarter) recreate sound the way the artist intended.



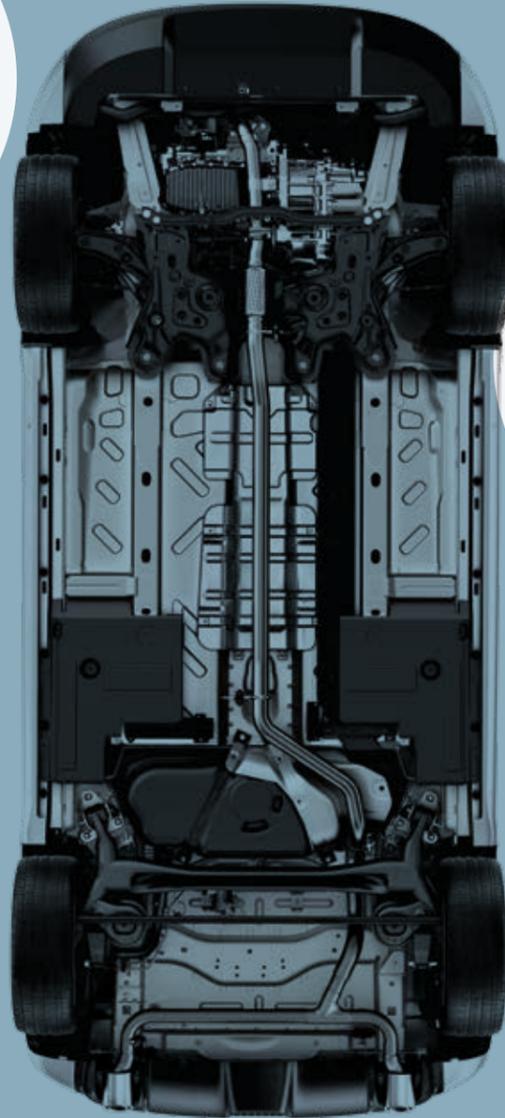
Uconnect®

The Uconnect® 5-inch touchscreen radio gives added dimension to the overall performance of Abarth. It features AM/FM, Integrated Voice Command¹ and Bluetooth®, plus a versatile media hub with USB and auxiliary ports. Uconnect 5.0 keeps you informed while your hands stay firmly in place on the race-worthy Abarth steering wheel.

The extra dose of FIAT® 500 Abarth® horsepower is met with an extra measure of safety and security.

BE REASSURED

Seven standard air bags⁵, Antilock Brake System (ABS), side-guard door beams, crumple zones and Child Seat Anchor System (LATCH) put minds at ease.



STAY ALERT

ParkSense® Rear Park Assist System², bifunctional halogen projector headlamps, Tire Pressure Monitoring System (TPMS) and BeltAlert keep you informed.

STAY IN CONTROL

Three-mode Electronic Stability Control (ESC)⁶ helps all four wheels respond under demanding and adverse conditions, using the dynamic control system.

FIAT® 500 ABARTH® COLORS/MATERIALS

BIANCO PERLA

Rosso, Nero, Grigio stripe and mirror cap

GRIGIO CENTRE

Bianco, Rosso, Nero stripe and mirror cap

RHINO

Bianco, Rosso, Nero stripe and mirror cap

ROSSO

Bianco, Nero, Grigio stripe and mirror cap

GIALLO MODERNA PERLA

Bianco and Nero stripe and mirror cap

CELESTE BLU

Bianco and Nero stripe and mirror cap

NERO PURO

Bianco, Rosso, Grigio stripe and mirror cap



FIAT® 500 Abarth® Specifications

	ABARTH	ABARTH CABRIO
ENGINES AND TRANSMISSIONS		
1.4L 16V MultiAir® I-4 Turbo — 160 hp/170 lb-ft of torque with 5-speed manual	•	•
1.4L 16V MultiAir I-4 Turbo — 157 hp/183 lb-ft of torque with 6-speed automatic	○	○
MECHANICAL FEATURES		
Brakes — Antilock 4-wheel disc performance with Electronic Brake-Force Distribution (EBD)	•	•
Red brake calipers	•	•
Engine Block Heater	○	○
Exhaust System — Abarth-designed, dual Chrome tips	•	•
Speed Control — Steering wheel-mounted	•	•
Suspension — Performance-tuned	•	•
High-performance		•
Torque Transfer Control (TTC)	•	•
EXTERIOR FEATURES		
Antenna — Removable short-mast	•	
Windshield		•
Belt Moldings — Black	•	•
Cabrio Top — Power, folding, 3-position premium soft top		•
Soft top, Grigio		○
Soft top, Nero		•
Lamps — Bifunctional halogen projector headlamps	•	•
Black-trimmed	○	○
Daytime running lamps (DRLs)	•	•
Fog lamps	•	•
Mirror Caps — Black with bodyside stripe (requires Grigio Cenre, Celeste Blu, Rosso, Rhino, Bianco Perla or Giallo Moderna Perla paint)	○	○
Gray with bodyside stripe (requires Celeste Blu, Rosso, Rhino, Bianco Perla or Nero Puro paint)	○	○
Red with bodyside stripe (requires Grigio Cenre, Celeste Blu, Rhino, Bianco Perla, Nero Puro or Giallo Moderna Perla paint)	○	○
White with bodyside stripe (requires Grigio Cenre, Celeste Blu, Rosso, Rhino, Nero Puro or Giallo Moderna Perla paint)	○	○
Mirrors — Folding, body-color, power, heated	•	•
Spotter mirror, driver's side	•	•
Power Sunroof (requires Popular Equipment Group)	○	
Spoiler — Performance	•	
Tires — 195/45R16XL	•	•
205/40R17XL BSW 3-Season (included with 17-inch forged aluminum wheels)	P	P
Wheels — 16-inch Hyper Black forged aluminum	•	•
17-inch Hyper Black forged aluminum	○	○
17-inch Bronze forged aluminum	○	○
Windows — Power with front row 1-touch down	•	•
INTERIOR FEATURES		
Air Conditioning — Manual	•	•
Automatic Temperature Control (ATC) (included with Popular Equipment Group)	P	P
Assist Handle — Front-passenger (not available with power sunroof)	•	•
Defroster — Rear window	•	•
Door Locks — Power	•	•
Electronic Vehicle Information Center (EVIC) — Includes trip odometer, outside temperature, average fuel usage, distance to empty, low fuel and service data	•	•
Premium 7-inch high-definition Thin Film Transistor (TFT) display	•	•
Interior Accents — Instrument panel-matching exterior paint color	•	•
Mirrors — Manual with microphone in rearview mirror	•	•
Power Outlet — 12-volt auxiliary center console	•	•
Rear Cargo Shelf Panel	•	•
Seating — Driver's seat with armrest, manual height adjuster, easy entry and memory	•	•
Front-passenger seat with armrest	•	•
Front-passenger seat with easy entry and memory	•	•

FIAT® 500 Abarth® Specifications

	ABARTH	ABARTH CABRIO
INTERIOR FEATURES (continued)		
Front seatback pocket, driver and passenger	•	•
Heated front (included with Popular Equipment Group)	P	P
Performance high-back cloth front buckets with seat belt pass-through	•	•
Performance high-back leather-trimmed front buckets with seat belt pass-through	○	○
Rear 50/50 split-folding bench seat	•	•
Shift Knob — Leather-wrapped	•	•
Speedometer — 160-mph primary	•	•
Steering Column — Manual tilt	•	•
Steering Wheel — Abarth performance-designed, perforated, leather-wrapped	•	•
With mounted audio controls	•	•
MULTIMEDIA AND AUDIO SYSTEMS		
GPS Navigation — Requires Popular Equipment Group	○	○
Radio — BeatsAudio™ Premium Sound System (included with BeatsAudio Package)	P	P
FIAT Premium Audio System	•	•
SiriusXM® Satellite Radio ³ (included with BeatsAudio Package and Popular Equipment Group)	P	P
Uconnect® 5.0 with AM/FM/Bluetooth® 5-inch touchscreen, Integrated Voice Command ¹ with Bluetooth, Media Hub, iPod® interface and USB charging port	•	•
SAFETY & SECURITY		
Air Bags ⁵ — Dual advanced driver and front-passenger	•	•
Supplemental driver's knee blocker	•	•
Supplemental front seat-mounted side	•	•
Supplemental side-curtain for outboard occupants in both rows	•	•
Child Seat Anchor System (LATCH)	•	•
Electronic Stability Control (ESC) ⁶ — Includes Traction Control and Brake Assist	•	•
3-mode ESC ⁵	•	•
Front-passenger Seat Belt Alert	•	•
Front Reactive Head Restraints ⁷	•	•
Front Seat Belts — With pretensioners and load limiters	•	•
ParkSense® Rear Park Assist System ²	•	•
Remote Keyless Entry — Lock/unlock function for both doors and rear liftgate	•	•
Security Alarm	•	•
Sentry Key® Engine Immobilizer System — Antitheft technology	•	•
Tire Pressure Monitoring System	•	•
PACKAGES AND EQUIPMENT GROUPS		
BeatsAudio Package — Includes BeatsAudio Premium Sound System, SiriusXM Satellite Radio ³ with 1-year subscription	○	○
Popular Equipment Group — Includes rearview auto-dimming mirror with microphone, Automatic Temperature Control (ATC) air conditioning, heated front seats and SiriusXM Satellite Radio ³ with 1-year subscription	○	○

• = Included. ○ = Optional. P = Available within Package noted.



16-INCH MULTI-SPOKE HYPER BLACK PAINTED FORGED ALUMINUM
Standard on 500 Abarth and 500c Abarth



17-INCH 12-SPOKE BRONZE FORGED ALUMINUM
Available on 500 Abarth and 500c Abarth



17-INCH 12-SPOKE HYPER BLACK FORGED ALUMINUM
Available on 500 Abarth and 500c Abarth



rugged



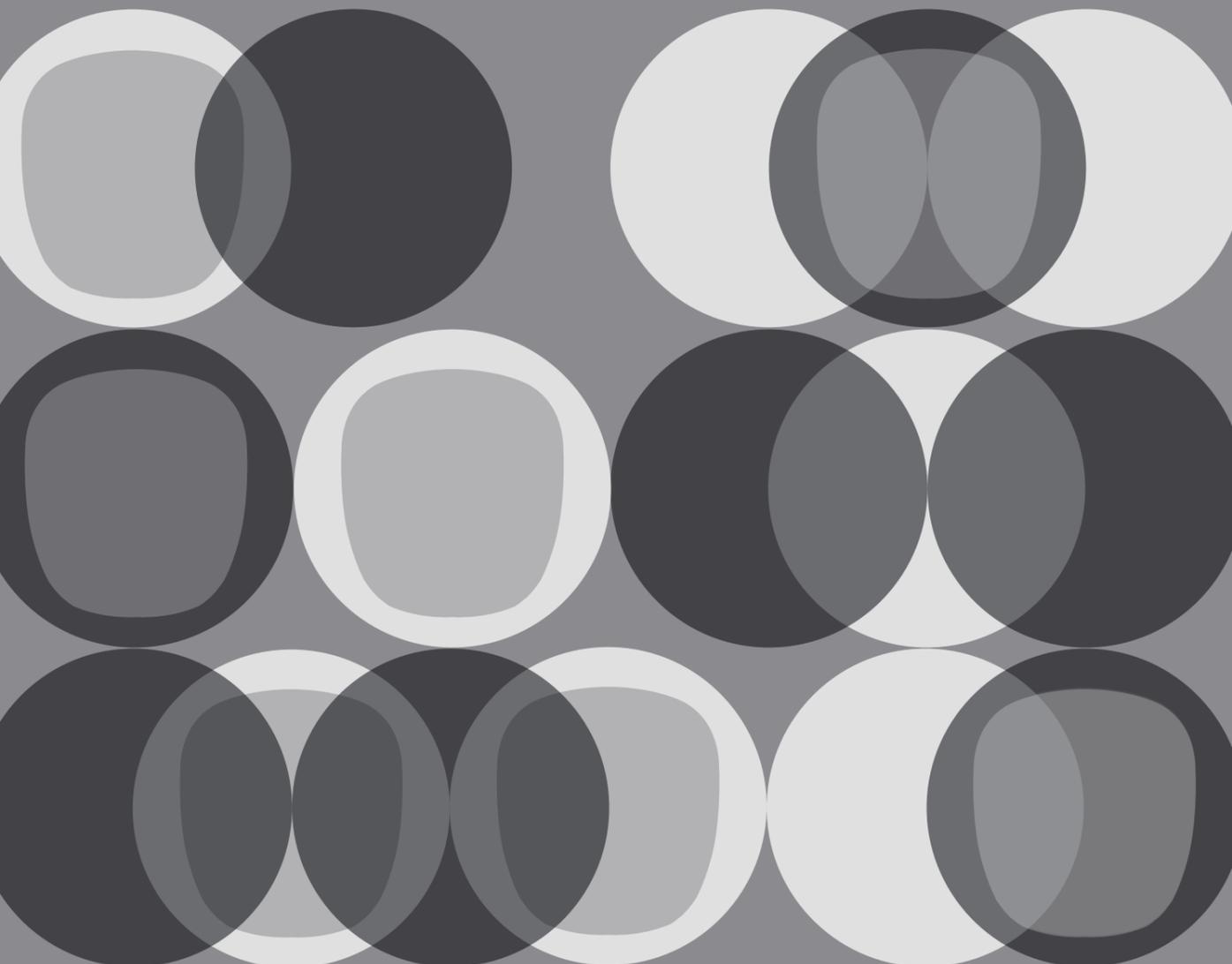
refined

The FIAT® 500 family is a diverse and lively bunch — leave it to Mopar® to stir things up even more. With FIAT models ranging from rugged to urbane, adding a mix of Mopar accessories helps you make your FIAT 500 Abarth® or 500 even more “you.” Choose from bodyside, hood and roof graphics, equipment carriers, protective covers, guards, storage systems and more. See a complete listing of available accessories at mopar.com



500 Abarth shown with 16-Inch Matte Black Lightweight Race Wheel, Chrome Fuel Filler Door, White Racing Stripe Bodyside Graphic and Chrome Mirror Covers.

500 shown with 16-Inch Gloss Black Painted Wheel, Chrome Fuel Filler Door, Red/White/Blue Stripe Bodyside Graphic, Bodyside Moldings with American Logo Bodyside Molding Insert, American-themed Fender Badge and Rear Spoiler.



(1) Requires a mobile phone equipped with the Bluetooth Hands-Free Profile. Visit UconnectPhone.com for system and device compatibility. (2) Always look before proceeding. An electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. (3) SiriusXM subscriptions for audio and data services are sold by SiriusXM to follow your trial subscription. **If you decide to continue listening after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates.** Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See the SiriusXM Customer Agreement for complete terms and more information at www.siriusxm.com. All fees and programming subject to change. Your equipment and features for SiriusXM services will vary depending upon the vehicle you select and may be limited in select markets. (4) Voice Text Reply and Voice Texting features require a compatible mobile device enabled with Bluetooth Message Access Profile (MAP) iPhone and some other smartphones do not currently support Bluetooth MAP. Visit www.UconnectPhone.com for system and device compatibility. Ensure MAP is ON and incoming message notification is enabled. Vehicle must be registered for Uconnect Access and you must fulfill minimum subscription requirement. Also requires the use of a compatible smartphone that support text messaging and Bluetooth. Check UconnectPhone.com for device compatibility. (5) The Advanced Front Air Bags in this vehicle are certified to the new U.S. Federal regulations for Advanced Air Bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. (6) No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (7) Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint.

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