



Press Information

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THE NEW FIAT 500, INCLUDING NEW CULT AND TWINAIR 105HP VERSIONS, GOES ON SALE IN THE UK

- **New TwinAir 105hp engine powers the 2014 FIAT 500**
- **New range-topping FIAT 500 Cult model also joins the range**
- **Innovative TFT digital instruments represent a segment first**
- **Stylish new colours, upholsteries and wheels for 2014**
- **On sale in the UK now in hatchback and convertible body-styles**



The new FIAT 500 has gone on sale in the UK with important new style, comfort and technological enhancements for 2014. A key new feature is the segment-first seven-inch TFT digital instrument display, developed in collaboration with Magneti Marelli, which seamlessly combines cutting-edge technology without disrupting the trademark aesthetics of the cabin. Standard on 500S and Cult models (and optional on Lounge versions), the layout and execution of the speedometer, rev counter and trip computer will be familiar to anyone who has driven the current FIAT 500, but the centre of the display – which contains a digital image of the car – can be configured to show various trip computer readouts, such as distance travelled, instant fuel consumption, range, etc.

The new TFT instrument cluster also allows for a more prominent Gear Shift Indicator; highly visible warning messages and more detailed media player, telephone and navigation information readouts, including junction graphics and real-time traffic updates when equipped with a portable TomTom 2 Live satellite navigation system*. As a final touch, the TFT screen reconfigures when the Sport button is activated on models equipped with 105hp 0.9 TwinAir Turbo engine. The 'eco' gauge, which measures how efficiently the driver is performing in real

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time, transforms into a turbo-boost gauge, emphasising the dual-personality of the new, fun-but-frugal TwinAir 105hp engine.

This new TwinAir engine is, of course, another major development for the 2014 FIAT 500. The new 105hp 0.9 TwinAir Turbo, the newest member of the award-winning TwinAir engine family, employs a high-efficiency turbocharger; an exhaust manifold integrated into the cylinder head; a Start&Stop fuel-saving system and the new MultiAir II intake valve control system to provide an even more enticing combination of power and efficiency.

Combined with a six-speed manual gearbox as standard, the new 0.9 TwinAir engine delivers 105hp at 5,500rpm and 107lb ft (145Nm) of torque at 2,000rpm in Sport mode (98hp and 89lb ft (120Nm) in 'eco' mode) which translates into 0 to 62mph time of just 10 seconds and a top speed of 117mph. Despite its lively performance, it is still capable of 67.3 mpg on the official combined fuel economy cycle and its CO₂ emissions are just 99g/km. FIAT 500 models fitted with the TwinAir 105hp engine are also equipped with rear disc brakes as standard.

The popular entry-level engine in the 2014 FIAT 500 remains the 69hp 1.2-litre petrol (113g/km) while the TwinAir 85hp Turbo Petrol (92g/km) and 1.3 16v Multijet 95hp turbo diesel (97g/km) comprise the rest of the engine range. A Dualogic automatic transmission is available on the 1.2 69hp and TwinAir 85hp engines.

As is the case with all FIAT 500 models, a high level of safety equipment comes as standard including ABS with EBD, seven airbags (including a driver's knee bag), ISOFIX attachments and daytime running lights (DRL). ESP, complete with ASR/MSR and Hill Holder, is also available on all versions as an extremely affordable option. And, of course, with the 500 remaining a popular choice amongst the fashionable and chic, the colour palate has also been revised for 2014 with the addition of a brilliant new Urban white tri-coat (Pop, Lounge, Cult Convertible and S), trendy Smooth Mint (Pop, Lounge and Cult) and a vibrant Electronica blue (500S only).

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Pricing for the new FIAT 500 starts at £10,160 OTR for the 1.2 69hp Pop which, as with the rest of the FIAT 500 range, benefits from new upholsteries and new colour options for 2014. Standard equipment includes Start&Stop; seven airbags; electric windows and mirrors; remote central locking; a height-adjustable driver's seat; a height-adjustable steering wheel and electric power steering. Amongst the available options, customers can choose air conditioning for £530; ESP for £320 and rear parking sensors for just £270. Prices for the FIAT 500C Pop start at £13,160 OTR including a fully electric convertible roof and air conditioning as standard.

The FIAT 500 Colour Therapy adds air conditioning, special paint and white detailing (wheel covers, pool-ball design gear knob, aerial and mirror caps) to the Pop's specification with pricing from £10,960 OTR for the hatchback and £13,510 OTR for the 500C. Available options include Dualogic transmission for £750 (1.2 69hp and 0.9 TwinAir 85hp), an electric sunroof for £580 and Blue&Me™ connectivity for just £270.

The FIAT 500 Lounge also builds on the Pop specification by adding air conditioning (automatic climate control on TwinAir models), 15-inch alloy wheels, Blue&Me™ connectivity (including Bluetooth, voice recognition, steering wheel remote controls and a USB port), a leather-trimmed steering wheel, heated door mirrors, chrome detailing and a fixed glass sunroof as standard. The Lounge trim level is available with every engine in the range – 1.2 69hp, TwinAir 85hp, TwinAir 105hp and the 1.3 16v Multijet 95hp – with OTR pricing from £11,560.

Key options for the Lounge include the seven-inch TFT instruments for £250 and an upgrade from manual air conditioning to climate control for £270. The FIAT 500C Lounge differs slightly from its hardtop counterpart by adding automatic climate control across all engine options, as well as rear parking sensors, front fog lamps and ESP as standard, with OTR pricing from £14,560.

The FIAT 500S puts a sporty slant on the 2014 FIAT 500 compared to the luxurious Lounge model. In lieu of the fixed glass sunroof the 500S benefits from unique front and rear bumpers,

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side skirts, dark tinted glass and 15-inch sports alloy wheels. Satin detailing takes the place of the Lounge's chrome detailing and inside there is a leather-trimmed, flat-bottom Abarth sports steering wheel; new sports upholstery with the "500S" logo embroidered into the seatback; a sports gear knob and FIAT's new seven-inch TFT instrument cluster all as standard. The full engine range is also offered in the 500S range with OTR pricing from £11,710 OTR. Suitable options include bi-xenon headlamps with washer jets for £610; a 16-inch alloy wheel upgrade for just £180 and an Interscope® hi-fi system, with a subwoofer, for £270.

Convertible FIAT 500S prices start at £14,710 OTR with additional features such as automatic climate control, front fog lamps, rear parking sensors and 16-inch sports alloy wheels all standard.

The new top-of-the-range Cult trim level is based on the Lounge version but features automatic climate control; new 16-inch alloy wheels; rear parking sensors; a black roof panel with a fixed glass sunroof and new Poltrona Frau® leather upholstery, as well as the seven-inch TFT instrument panel, all as standard. The FIAT 500 Cult range is priced from £13,060 OTR while the convertible 500C Cult is priced from £15,560 OTR, including an electric convertible roof in lieu of the black roof panel and front fog lamps as standard. Possible options for the Cult model include a chrome bonnet trim for £90; chrome mirror covers for £75; decorative decal kits from £110 and an electro-chromatic rear-view mirror for £110.

The 2014 FIAT 500 is on sale in the UK now and is available to test drive in FIAT dealerships. For more information please visit www.fiatpress.co.uk and www.fiat.co.uk

- ENDS -

* Available as FIAT dealer accessory. Blue&Me™ and optional satnav dock required.

FIAT 500 Model	Hatchback 500 OTR Price	Convertible 500C OTR Price
Pop 1.2 69hp	£10,160	£13,160

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Pop 1.3 16v Multijet 95hp	£12,560	£15,560
Colour Therapy 1.2 69hp	£10,960	£13,510
Colour Therapy 0.9 TwinAir 85hp	£12,160	£14,710
Lounge 1.2 69hp	£11,560	£14,560
Lounge 0.9 TwinAir 85hp	£12,960	£15,760
Lounge 0.9 TwinAir 105hp	£13,560	£16,360
Lounge 1.3 16v Multijet 95hp	£13,960	£16,960,
500S 1.2 69hp	£11,710	£14,710
500S 0.9 TwinAir 85hp	£13,110	£15,910
500S 0.9 TwinAir 105hp	£13,710	£16,510
500S 1.3 16v Multijet 95hp	£14,110	£17,110
Cult 1.2 8v 69hp	£13,060	£15,560
Cult 0.9 TwinAir 85hp	£14,460	£16,760
Cult 0.9 TwinAir 105hp	£15,060	£17,360
Cult 1.3 16v Multijet 95hp	£15,460	£17,960



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