

500
la Prima

A light blue Fiat 500e car is shown from the front left, parked on a rooftop. In the background, a city skyline is visible under a clear blue sky with several birds flying. To the right, a modern building with large glass panels reflects the sky and shows a mountain range and a large wave. The car has a '500' badge on the front and a '500e' badge on the license plate area.

THE NEW FIAT 500 "LA PRIMA" ALL ELECTRIC.
THE *CULT* THAT CHANGES CULTURE.

How does one become a cult? By shaping the spirit of their time, as 500 has done from the start. More than just a car, it's a way of life, synonymous with **style** and **light-heartedness**. An icon that is ready to inspire people once again, by becoming totally electric. Beauty can change the world.

INSPIRING **CHANGE** SINCE 1957.

2020

2007

1957



The first generation gave people mobility and freedom. The second turned city cars into something cool. "Today, it's time for 500 to inspire change, again. To commit to a **higher purpose**." (Olivier François – President Fiat Brand Global).



A NATURAL PALETTE.

Today the new 500 «la Prima» is born. This **Special Launch Edition** of the new 500 is a tribute to nature from start to finish. In addition to being totally electric, it comes in three natural colors, inspired by the beauty and harmony of the surrounding environment: **Ocean Green, Mineral Grey and Celestial Blue.**

CELESTIAL BLUE



MINERAL GREY



OCEAN GREEN



PURE 500.



True to its roots and to 500's iconic style, the new 500 is more beautiful than ever thanks to a new **cleaner, more refined design** and subtle lines, with the 500 logo moved to the front to reaffirm its unmistakable personality. **Wider** and **longer** than ever before, it has an even greater on-road presence.

DISTINGUISH YOURSELF

An exclusive «la Prima» badge will customize each of the special launch edition 500s.



LED INFINITY LIGHT

The look of an expressive eyebrow, thanks to a renewed design and the technology of the future, that offers a clearer view of the road.



WINGED ARROWS

The LED side indicators are a tribute to the historic 500 design, this feature takes you on a journey from past to future.





TAKE A SEAT IN THE FUTURE

New 500 «la Prima» seats are innovative, thanks to the eco-leather material, comfortable, with 6 ways adjustable, and proud to be Fiat, enriched by the exclusive Fiat Monogram.



AN ICONIC SIGNATURE

A dedicated logo adorns the steering wheel, reshaped to recall the essential style of the two-spoke '57 Fiat 500.



THE MATERIAL OF TOMORROW

The new eco-leather wrapped dashboard marks a turning point towards a more sustainable future.



CONVERT THE WORLD WITH BEAUTY.

In the new 500 «la Prima» **style** joint **comfort** offering an exclusive driving experience. All details are inspired by natural materials, like the seats or the wrapped dashboard made by **eco-leather** and designed to amplify the **spaciousness** of the car. Moreover, with the new front armrest with storage and the smartphone holder with wireless charging, everything will find its space.



ELECTRIC DRIVING OPENS UP TO NEW HORIZONS.

Preserve the planet, the lightness and the joy to life is part of our mission. To do so, the new 500 «la Prima» is built on a completely new platform 100% electric, **designed for the next decade**. We choose also to overcome all electric limits by offering, as standard, top-of-the-segment autonomy and quick charging solutions easy to use. To let you enjoy a sustainable and beautiful lifestyle.



CRAFTED FOR THE CITY

Enjoy the ride with peace of mind, with up to 458 km of autonomy in the city and up to 320 km on a combined cycle (WLTP).



EASYWALLBOX

Recharge the car easily and directly from home with the easyWallbox included: charging power of up to 3 kW without needs of a technician for installation.

If you want more power you can go up to 7 kW upgrading your house system to charge a new 500 in half time.



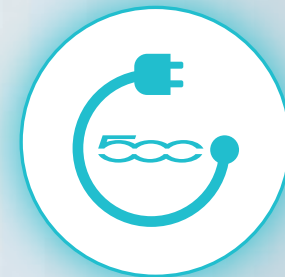
SHERPA MODE

This intelligent driving mode saves energy by optimizing battery charge, air conditioning, speed and acceleration. It gives you more range, getting you to your destination.



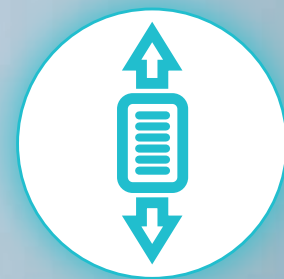
FAST CHARGING UP TO 85 KILOWATTS

In just 5 minutes, the time for a coffee, you get 50 km of autonomy: a whole day in the city.



MODE 3 CABLE

Use the Mode 3 Cable, included, to charge your 500 «la Prima» on public station.



ONE PEDAL DRIVING

With just one pedal you can accelerate and decelerate, thus recovering kinetic energy that helps recharge the battery.

You will still be able to brake with the specific pedal to make driving as easy as possible.

SAFETY IS AT THE TOP.

The first city car equipped with a **Level 2 Autonomous Driving**. The new 500 «la Prima» is able to accelerate, maintain a safe distance, keep you on track, read traffic signs and remind you of speed limits, in total autonomy, like a real **co-driver**.



INTELLIGENT ADAPTIVE CRUISE CONTROL

Set the speed and enjoy the ride, new 500 will keep the safe distance and the speed under control for you.



LANE CENTERING

Just a button to stay always in the middle of the road. This innovative system that will keep you on the track.



URBAN BLIND SPOT

Thanks to an ultrasonic sensor you will be alerted when there is something on the side and rear.



ATTENTION ASSIST

When you are tired the car will detect it and suggest a coffee break.



LANE CONTROL

Prevent the risk of unintended white lines crossing to stay always on the track.





AUTONOMOUS EMERGENCY BRAKING

New 500 will brake automatically to avoid possible collision with car, pedestrian or cyclist.



REAR VIEW PARKING CAMERA

The camera will transmit a high-resolution image of whatever is behind you, helping while parking or during your maneuvers.



360° DRONE VIEW

11 sensors will guarantee a 360° view of the car to detect any kind of obstacles around you and alerting about object proximity.



EMERGENCY CALL

In case of emergencies the new 500 «la Prima» will help by making a call that transmits the location and status of the vehicle.

IMMERSED IN TECHNOLOGY.

New 500 «la Prima» is always at your side helping you to safely cross the urban jungle. From the **parking aid** to the **driving technological supports** you have just to enjoy your ride while the car is taking care of you.





YOUR 500, IN YOUR SMARTPHONE.

Enjoy the best connection, both on board and when you are away from the car. Thanks to the new **Fiat** app and the **Uconnect™ Services**, you can control your new 500 «la Prima» whenever you want and wherever you are.

MY E-CHARGE

Enter a world of services to find the nearest public charging station and access charging modes, payments and history. And remotely manage your private Wallbox from home.

MY ASSISTANT

It takes care of you wherever you go, providing you with services like emergency call and roadside assistance.

MY REMOTE

Locate and manage your new 500 «la Prima» remotely. You can lock it, unlock it, start charging and set the pre-conditioning.

MY CAR

You want to know what's going on under the hood? With My Car you have all the information: battery level, tyre pressure, mileage, maintenance, at your fingertips.

MY ALERT

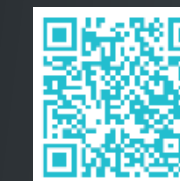
Always keep your new 500 «la Prima» under control. My Alert warns you of any suspected theft attempt and, if confirmed, it allows you to locate the car.

MY WI-FI

Feel as comfortable and connected as at home. Your car becomes a WI-FI hotspot where you can connect up to 8 devices. You will also have Alexa to answer any of your requests.

MY NAVIGATION

Reaching your destination has never been easier. With one touch, find charging stations, share your route and access maps and information in real time. Your maps will be ever updated "over the air" to guarantee you the best routes at all times.



DOWNLOAD THE FIAT APP

HIGHER CONNECTIVITY THAN EVER.

The "Cinerama" infotainment system is completely new, projecting you into the future. With a fast, **intuitive** and **easy**-to-use 10.25" screen, you can access new content and advanced features, like wireless **Apple CarPlay** and **Android Auto™**. Thanks to **Ultra-fast Bluetooth®**, you will be connected to your devices in less than 5 seconds. Plus, enjoy the new 7" cluster, wireless mobile phone charging system and radio with built-in navigation.

THE SILENT CARESS OF THE BREEZE.

LISTEN TO ALL THE 500 «LA PRIMA» SOUNDS HERE.



PANORAMIC GLASS ROOF



FIAT MONOGRAM CAPOTE



Driving new 500 «la Prima» will make you feel like being on a sailboat, cruising down the road. Available in cabrio and hatchback version, the totally electric new 500 «la Prima» is pure **emotion**. Just like the sound that characterizes it: as creative as the Italian spirit behind it.



EXTERIOR

- _LED "Infinity" light
- _LED rear and side signature light
- _Exclusive soft top with Fiat signature (Cabrio version)
- _Panoramic sun roof (Hatchback version)
- _Bi-tone diamond finish 17" alloy wheels
- _Dedicated «la Prima» plate
- _Chromed daylight opening and side moulding

BE THE FIRST.

Reserve your new 500 «la Prima» now.
for you, **book it** on the Fiat.it website.

INTERIORS / COMFORT

- _Eco-leather seats with Fiat monogram
- _Eco-leather wrapped dashboard
- _1st row seats with 6-way manual adjustment
- _50/50 rear split bench
- _Bi-color eco-leather steering wheel
- _Central armrest with close central console
- _Front and rear floor mats
- _Electric parking brake
- _Electrical side mirror with defrost
- _Electrochromic rearview mirror
- _Kick plate
- _E-Mode selector
- _Automatic air conditioning
- _Keyless Enter-N-Go system
- _Rain & dusk sensors
- _Automatic high/low beam
- _85 kW fast charge
- _Mode 3 charging cable (11 kW)
- _EasyWallbox



INFOTAINMENT/SAFETY

- _10.25" infotainment system with navigation
- _7" digital cluster
- _Digital Audio Broadcast (DAB)
- _Uconnect™ Box
- _Android Auto™ & Wireless Apple CarPlay
- _Smartphone Wireless Charging Pad
- _6 speakers
- _Fiat Co-Driver (Autonomous Driving Level 2:
Intelligent Adaptive Cruise Control + Lane Centering)
- _Urban Blind Spot
- _Intelligent Speed Assist with Traffic Sign Recognition
- _Attention Assist
- _Autonomous Emergency Braking
- _Lane Control
- _360° Drone view
- _Rear view parking camera
- _Emergency Call
- _6 airbags

The exclusive special edition is waiting

FIAT

www.fiat.com



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