



NOT JUST FRIENDLY. IT'S ENVIRONMENTALLY SEXY. FIAT® 500e

Now there's an emissions-free vehicle that generates as much excitement as it does unbridled power. FIAT® 500e doesn't compromise design, performance and personality in order to achieve environmental compatibility. This latest incarnation of the Cinquecento spirit brings its trademark Italian style, purpose and fun to the daily commute. And having full access to HOV lanes* (with the passenger requirement waived) only heightens that free feeling that comes with clean driving. Finally, a *truly* electric EV.

FIAT® 500e is available in California only at select FIAT Studios. The program is scheduled to expire on December 31, 2014.

MODE

These are looks that stand out — without the self-congratulatory "I'm green!" attitude. Like its conventionally powered siblings, FIAT® 500e delivers modern Italian aesthetics: smooth, simple and accessible design, with captivating and distinctive form. Its refinement and attention to detail exude true efficiency and intelligence. It's the kind of personal statement you want to make.




FIAT® 500e Standard shown in Elettrico Arancione.

87-MILE RANGE*



ARRIVEDERCI, GAS STATION

Take the scenic route to work — FIAT® 500e boasts a combined range of 87 miles*, with city range averages clocking in at over 100 miles*. In fact, this fun and nimble Electric Vehicle will give you a whole new outlook on your commute, letting you skip less-than-picturesque stopping points like the gas station. We're betting you won't miss watching the wildly fluctuating prices at the pump, either. What you can count on is a truly innovative electric-drive motor that really delivers — with more than ample 111 horsepower (83 kW) and 147 lb-ft of torque, energized by a 24 kWh liquid-cooled/heated lithium-ion battery. And with lower wind resistance from aerodynamic design improvements, regenerative brakes and 15-inch Firestone® Firehawk GT low rolling-resistance tires, FIAT 500e really hums along. It all adds up to the 122 miles per gallon equivalent (MPGe) city* and 108 MPGe highway* of battery-only electric power (and zero emissions). We've also built in some features that make the 500e behave in a more familiar, conventional powertrain-way. A "creep" feature helps ensure that the car launches smoothly as the brake pedal is released. And the Power Inverter Module (PIM) delivers the kind of accelerator-pedal feedback drivers are used to experiencing. After all, who says owning an EV means you have to compromise?

The background image shows the driver's perspective from inside a Fiat 500e. The steering wheel is black with a red leather-like trim on the upper half and the Fiat logo in the center. Behind the wheel is a large, circular digital instrument cluster. The cluster displays '00' at the top, a car icon in the center, 'ready' below it, and '87' at the bottom. There are also smaller displays for '10:37 am May 31' and 'P'. The dashboard and center console are visible in the background.

COMMUNICATIONS MAJOR

Electric technology is what makes FIAT® 500e go, and its highly evolved electronic interface features will make you go, "Whoa!" State-of-the-art gadgets keep you up-to-date on all things drive-related — and beyond.

THAT'S QUITE A DISPLAY Super-clear graphics set the all-new seven-inch thin-film transistor (TFT) instrument panel apart — with the kind of instantly recognizable data that helps make better drivers out of all of us. The integrated Electronic Vehicle Information Center (EVIC) keeps the driver briefed on estimated charging times, average speeds, energy consumption and travel distances. Large digital displays make speed, time, date, and driving-mode information a quick read. And not-to-be-missed safety alerts for the restraint system, tire pressures and the Electronic Stability Control* (ESC) system are front and center.

EYES FORWARD PLEASE Keep your gaze on the road and your hands firmly on the wheel as you get a better picture of the world around you. It's all possible with BLUE&ME® Hands-Free Communication². Steering wheel-activated buttons allow for voice-controlled dialing and retrieval of phone calls with compatible Bluetooth® equipped phones. What's wrong with being all-talk?

THE NEXT BEST THING TO QUIET Should you want to fill the FIAT 500e cabin with something other than its exceptional hushed tones, count on the standard Alpine® Premium Audio System and SiriusXM® Satellite Radio³ (available with one-year subscription) to entertain you at will. Includes AM/FM radio, CD player and MP3 player connectivity via USB or audio auxiliary jack. Six speakers, a seven-channel custom equalization and series digital amplifier deliver the superior sound as promised. You can control volume and stations by way of fingertip controls on the back of the steering wheel.

BOOST ITS IQ A special FIAT 500e smartphone app* (outlined on page 8) lets you be the master of its day-to-day operations in no time flat — from any location.

WHERE TO? FIAT 500e has standard TomTom® Navigation⁴ designed specifically to show range and charge station locations, along with vehicle status information. Up-to-the-minute traffic and points of interest can all be accessed via voice command. The FIAT Access app* allows destinations to be sent via mobile devices.

HOME IN ON THE RANGE The LED-illuminated state-of-charge indicator is easily visible through the FIAT 500e windshield. Know where you stand before you sit behind the wheel. (Only illuminated when charging.)

*A note about this brochure: All disclaimers and disclosures can be found on page 20.
*Initial term of 36 months from the date of retail sale. Please see fiataccess.com for terms and conditions related to the end of the operability period.



Fiat® 500e interior shown in Stearns.



INSTALLATION IS ON THE HOUSE

While FIAT® 500e can be charged via regular home (110v/120v) outlets in less than 24 hours, owners will benefit from the 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. Websites like driveclean.ca.gov provide full details.

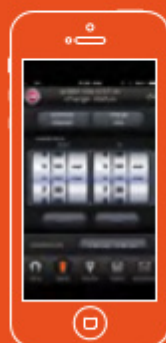
FIAT® 500e Standard shown in Elettrico Arancione.

STAY PLUGGED IN

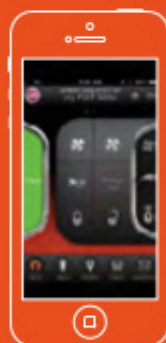
You and your FIAT® 500e can keep the communication channels wide open 24/7 with the help of some sophisticated technology that delivers essential information — wherever you are. An exclusive free app* for your smartphone device (iPhone and Android compatible) can be downloaded from the FIAT Owners' website. The app is a multifaceted interface that offers unprecedented connectivity to all aspects of your day-to-day driving experience.



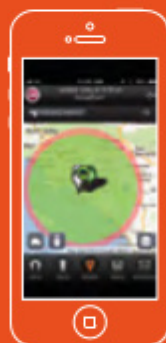
A dead ring for the FIAT 500e instrument cluster, the app interface lets you see your battery's state-of-charge, your vehicle's current range in miles and estimated time to recharge.



You can program your home charger to activate during non-peak charging times for optimum rates and energy cost savings.



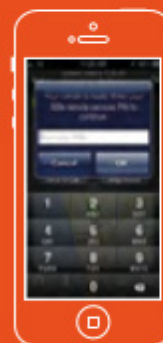
With a touch of a button on your app, you can unlock or lock your doors, cool or preheat the cabin with a preconditioning feature or locate your car by honking its distinctive horn.



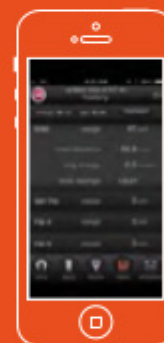
Know exactly where you'll be getting your next charge from — at least when it comes to your FIAT 500e. A special feature on the app shows the closest 20 charge stations to the FIAT 500e's location. Includes up-to-the-minute details such as pricing and availability times.



Using your TomTom® Navigation® technology, you can access how much range you have, the most efficient routes, available traffic information and the nearest available charging stations. No guesswork. No sweat.



Give your FIAT 500e a remote check-up with these notifications that tell you about tire pressure, charging issues and precondition status.



Get a quick history lesson with this feature that keeps track of trip data. See energy usage, distances and savings compared to conventionally powered vehicles.



Suited up with blacked-out headlamps, park and tail lamp surrounds, Nero 15-inch wheels and Electric Orange accents, the FIAT® 500e E-Sport Package squashes the wimpy EV stereotype, once and for all.





Power sunroof with one-touch express open.



SAFETY & SECURITY

How do we achieve peace of mind behind the wheel of 500e? Let us count some of the more than 35 standard and available ways. Starting with seven air bags⁵, active head restraints⁶ and advanced Electronic Stability Control¹ (ESC) that integrates brake and traction control systems, the list of confidence-building reasons continues: active turn signals, ABS, bi-halogen projector headlamps, BLUE&ME[®] Hands-Free Communication² technology, child seat anchor system (LATCH), constant-force retractors (CFR), crumple zones, daytime running lamps, express-down windows, Hill Start Assist (HSA), ParkSense[®] Rear Park Assist system⁷, remote keyless entry, safety-cage body structure, seat-belt pretensioners, Sentry Key[®] engine immobilizer, side-guard door beams, tire-pressure monitoring, vehicle theft security alarm—these are just some of the innovative technologies that collectively work to produce one of our most important features: confidence.





*Nero Interior
(Optional)*

*Steam Interior
(Optional)*

*15-inch
Cast Aluminum
E-Sport Wheel*

*15-inch
Cast Aluminum
Wheel with Black
and Chrome
(Standard)*

HOW IT'S DIFFERENT The FIAT® 500e entry into the Electric Vehicle market shakes things up by bringing with it the Cinquecento legacy of simple, purposeful and fun-to-drive values. Finally, drivers can access an electric car that makes them feel great about helping the environment, while feeling great behind the wheel, as well. FIAT engineers infused an intelligently integrated approach to electric propulsion and innovative connectivity features into the beloved FIAT Italian design tradition of city-friendly, driver-responsive cars. Plus, drivers will welcome a number of electric vehicle-specific innovations that address issues important to them. Hill Start Assist holds the brake for up to four seconds, preventing any rollback when starting from a stop on a hill. Regenerative braking works to preserve brakes as well as recharge the battery. Maintenance in general is minimal, requiring only tire rotation and a periodic check of brake fluid, wiper fluid, coolant fluid and tire pressures. The silent nature of the 500e inspired the Pedestrian Alert feature that delivers an audible signal when the car is traveling under 22 mph to let pedestrians know it's there. And an Auto Shift to Park feature ensures the vehicle is properly in "Park" when it should be.



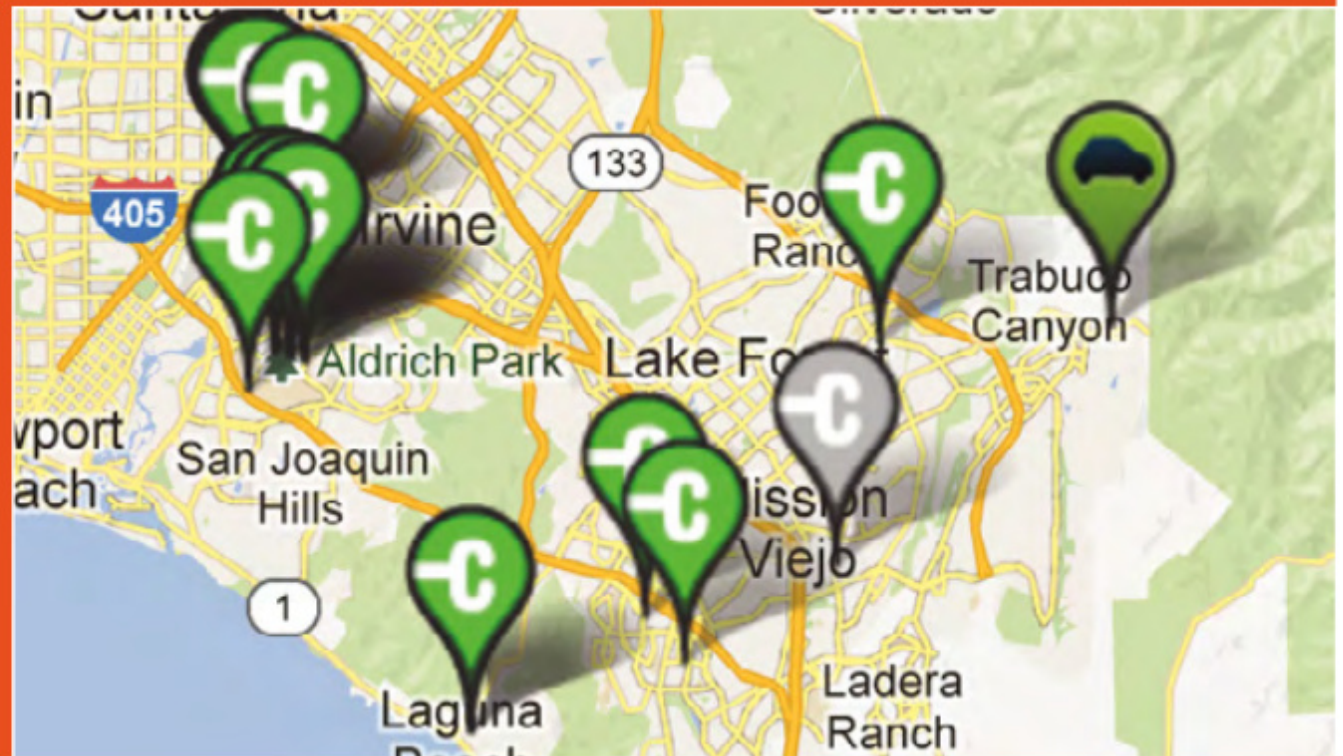
WHAT IT'S MADE OF World-class handling and braking are not usually the province of electric vehicles, but FIAT 500e is different — much different. Unique chassis hardware and specific suspension tuning produce the kind of big-grin drives that have you itching for your next trip. The battery pack is strategically 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. 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. Engineers outdid themselves in the "Shhhh" department: eight exterior aerodynamic improvements and 12 interior improvements create a remarkable level of interior quietness. And a redesigned body structure delivers ten percent improvement in rigidity.

HOW IT GOES Technically speaking FIAT 500e charts all-new powertrain territory while preserving the agile feel and handling of its conventionally powered siblings. 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 eDrive, 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. A blend of ethylene glycol and corrosion inhibitors is circulated through elements, boosting the battery life. A Power Inverter Module (PIM) plays a huge part in creating familiar handling characteristics; the pedal responds appropriately when accelerating and decelerating. PIM assists with braking, accommodating regeneration and reducing brake wear. PIM also regulates the amount of amps sent to the eDrive by converting DC to AC.



RANGE FINDER

Know your charging options at all times with indispensable links like chargepoint.com that give you real-time locations and availability of the 20 closest charging stations to your FIAT® 500e location. It's just one of the ways to connect with your FIAT® 500e via the Web. These links on your phone also show you the types of chargers and prices. That way, you're always ready to roll.





LIFE IN THE FAST LANE

Sail along in car-pool lanes usually restricted to those carrying a minimum number of passengers. California law allows EVs like the FIAT® 500e to make full use of these quick-moving HOV lanes,* regardless of passenger count. Get there faster, cleaner and without backseat driving instruction.



*The program is scheduled to expire on December 31, 2014.

BACK-UP PLAN

The FIAT® 500e Pass goes the distance for those rare excursions that take you out of charging range or require a little more cargo room. The program provides FIAT 500e owners credits for up to 12 days of alternative transportation in a standard-size vehicle each year, for three years after purchase or lease. Flexible terms also allow for larger vehicles. Partnered with Enterprise Rent-A-Car® and its affiliates, this exclusive arrangement for access to conventionally powered vehicles answers any remaining questions you may have about FIAT 500e ownership. See official rules at www.fiatusa.com/en/pdf/FIAT500ePassProgram_OfficialRules.pdf

FIAT
500e PASS



SPECIFICATIONS

ELECTRIC MOTOR

Type and Description	Permanent magnetic electric traction with electric-parking pawl
Power (SAE)	111 hp (83 kW)
Torque (SAE)	147 lb-ft (200 Nm)
Maximum Speed (estimated)	88 mph (137 kph)

EPA FUEL ECONOMY LABEL (ESTIMATED)

City	122 MPGe (186 KPGe)
Highway	108 MPGe (160 KPGe)
Combined	116 MPGe (173 KPGe)

DRIVING RANGE (ESTIMATED)

City, Typical	More than 100 miles (160 km)
Combined, Label	87 miles (128 km)
Emissions	Zero Emissions Vehicle (ZEV)

BATTERY SYSTEM

Type and Description	24 kilowatt-hours (kWh) capacity with 97 lithium-ion cells, 364 volts average
Thermal Management System	4-mode: thermal equalization, passive cooling, active cooling and active heating
Estimated Charge Time	Level 1 (110/120v): less than 24 hours Level 2 (220/240v): less than 4 hours
Power Inverter Module	DC to AC and DC to DC
Connector	SAE J1772

VEHICLE COOLING MODULE

Type and Description	Brazed-aluminum radiators, aluminum condenser and cooling fan
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VEHICLE GEARBOX

Gear Ratios	
Reverse	9.59:1
Final-drive	9.59:1

ELECTRICAL SYSTEM

Battery	12 volts, 500 CCA, maintenance-free
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SUSPENSION

Front	MacPherson strut with stabilizer bar
Rear	Twist-beam axle with coil springs and twin-tube shock absorbers

STEERING

Type	Rack and pinion with Electric Power Steering (EPS)
Overall Ratio	16.3:1
Turning Diameter (curb to curb)	31.3 feet (9.54 m)
Steering Turns (lock to lock)	3.0

BRAKES

Front	
Rotor size and type	11.1 in. x 0.87 in. (284 mm. x 22 mm.) vented
Caliper size and type	2.13 (54) single piston with aluminum housing
Swept area	218 sq. in. (1410 sq. cm.)
Rear	
Rotor size and type	9.9 x 0.4 (251 x 11) solid
Caliper size and type	1.50 (38) single piston with aluminum housing
Swept area	162 sq. in. (1048 sq. cm.)

DIMENSIONS AND CAPACITIES*

Wheelbase	90.6 (2300)
Track, Front	55.4 (1407)
Track, Rear	55.0 (1397)
Overall Length	142.4 (3617)
Overall Width	64.1 (1627)
Overall Height	60.1 (1527)
Ground Clearance	4.5 (115)
Drag Coefficient (Cd)	0.311
Curb Weight, lb (kg)	2980 (1355)
Weight Distribution, percent, Front/Rear	53 / 47

WARRANTIES

Battery Warranty	8 years/100k miles
Electric Vehicle System Limited Warranty	4 years (48 months) 50k miles
	Electric Drive Motor, Power Inverter Module and Gear box

*INCHES (millimeters) unless specified otherwise.

SPECIFICATIONS (CONTINUED)

ACCOMMODATIONS

Seating Capacity, F/R	2/2
Front Seat	
Head room	38.9 (989)
Leg room	37.6 (956) with sunroof
Shoulder room	40.7 (1035)
Hip room	49.4 (1255)
Total seat travel	47.8 (1215)
Driver – 8.2 (210)	
Passenger – 8.2 (210)	
EPA front-row interior volume	45.3 cu. ft. (1.282 cu. m.)
Rear Seat	
Head room	35.5 (903)
Leg room	31.7 (702)
Shoulder room	46.4 (1179)
Hip room	42.6 (1083)
EPA second-row interior volume	26.3 cu. ft. (0.745 cu. m.)
Total Interior Volume	71.6 cu. ft. (2.027 cu. m.)
EPA Luggage Compartment Volume	7.0 cu. ft. (0.199 cu. m.)
EPA Interior Volume Index	78.6 cu. ft. (2.226 cu. m.)
Trunk Lifter Height	28.1 (715)

TIRES

Size and Type	185/55R15 BSW All-Season
Manufacturer and Model	Firestone® Firehawk GT
Revs per Mile (km)	906 (563)

WHEELS

Standard on FIAT® 500e	
Type and material	Cast aluminum, five-hole design, painted Argento (Silver) with Nero (Black) accented inserts
Size*	15 x 5.5 (front) and 15 x 6.5 (rear)
Included with E-Sport Package on FIAT 500e	
Type and material	Cast aluminum, five-hole design, painted Nero (Black) with Elettrico Arancio (Electric Orange) paint accents
Size*	15 x 5.5 (front) and 15 x 6.5 (rear)

*INCHES (millimeters) unless specified otherwise.





FIAT® MERCHANDISE

Display your affection for striking style with merchandise that complements an active lifestyle. This collection includes everything from trend-setting apparel to distinctive conversation pieces for home, office and travel. Visit e-store.fiatusa.com

WARRANTIES

Standard coverage for FIAT 500e includes: Basic Limited Warranty — 4-Years/50,000-Miles, Anti-corrosion Perforation Limited Warranty (Outer Panel) — 5-Years/100,000-Miles (Lithium-ion Battery) — 8-Years/100,000-Miles, Roadside Assistance (services include the following) — 4-Years/Unlimited: Flat Tire Service, Lockout Service, Towing Assistance. Visit your FIAT Studio for additional details, eligibility and restrictions.

MOPAR® VEHICLE PROTECTION™

Mopar® Vehicle Protection is the only extended protection backed by the manufacturer. Chrysler Group LLC stands behind Mopar Vehicle Protection with certified, factory-trained technicians; genuine Mopar parts, and service at any dealership within the United States, Canada, Puerto Rico and Mexico. Be sure to ask for a Mopar Vehicle Protection plan at your dealership, call (800) 442-2666, or visit moparvehicleprotection.com

MOPAR® OWNER CONNECT™

Your FIAT vehicle ownership gives you the credentials to access a secure "owners only" Web site. Once registered, you'll gain online access to your service records, extensive vehicle information, and exclusive special offers. Owners are invited to register their FIAT vehicle at moparownerconnect.com

JOIN IN

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

GO MOBILE

Take an engaging, multimedia tour on your mobile device. Visit the Chrysler Group LLC page in iTunes® from your smartphone or iPad® to download the most up-to-date apps on all of the company's vehicles. Log on to the fiatusa.com mobile site for a comprehensive, at-a-glance review of what you need to know about your FIAT vehicle. Experience visual and interactive demonstrations of the entire lineup, enjoying access to product information at your fingertips, wherever you go.

(1) 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 ease accelerator use and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (2) Always use BLUE&ME in a safe manner, with eyes on the road and hands on the wheel at all times. (3) SiriusXM service requires a subscription, sold separately, after 12-month trial included with vehicle purchase. **If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel.** See our Customer Agreement for complete terms at www.siriusxm.com. Programming subject to change. Sirius satellite service is available only to those at least 18 and older in the 48 contiguous USA, D.C. and PR (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. (4) Consult local ordinances on affixing TomTom navigation in appropriate location. (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) Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint. (7) Always look before proceeding; electronic drive aid is not a substitute for conscientious driving; always be aware of your surroundings.

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