



*Italian style
that speaks your language.*



Since 1899, the FIAT® brand has been building cars with beautiful styling and exciting engines. Our legacy of fine Italian style continues with the 2012 FIAT 500. It will stir your passion, heighten your joy, and delight you with its well-crafted Italian detailing. The bold curves make it thoroughly modern. The vibrant colour options provide the perfect punctuation. The ways you can customize your FIAT 500 are virtually limitless. All proof that efficient cars don't have to skimp on style.



*Details that
make your car unique.*



Vehicles manufactured after July 2011.

Enjoy beautiful styling at
an attractive price.

Build and price the FIAT® 500 that reflects
your style right now, at fiatcanada.com.

Stylish Choices.

No matter which FIAT 500 you choose, you'll never have a problem spotting your car in a parking lot. With its gorgeous looks and unique shape, it simply refuses to blend in. Even if you see another FIAT 500, chances are it won't look anything like yours. For countless customization options – over 500,000 in all – choose from:

- Hatchback and Cabrio models
- 14 vibrant exterior colours
- 11 unique interior combinations
- Numerous stripe and decal options
- 6 wheel options



the **POP**

- 15-inch wheels
- 1.4L MultiAir engine
- AM/FM/CD/MP3 radio with 6 speakers
- Bright chrome door handles
- Chrome exhaust tip
- Cloth bucket seats
- Vehicle information centre
- Power locks and power windows
- Remote keyless entry
- 7 air bags⁽¹⁾



the **SPORT**

Comes with most standard features
POP offers, plus:

- 16-inch aluminum wheels
- Fog lamps
- Rear spoiler
- Sport suspension
- Sport cloth bucket seats
- Blue&Me™ Hands-Free Communication⁽²⁾
- Chrome shift knob
- Leather-wrapped sport steering wheel
- Red brake calipers





the LOUNGE

Comes with most standard features
POP offers, plus:

- Leather-faced seating
- 15-inch aluminum wheels
- 6 Bose® speakers with subwoofer
- SIRIUS® Satellite Radio with one-year subscription⁽³⁾
- Automatic Temperature Control
- Leather-wrapped steering wheel with audio controls
- Panoramic glass roof
- Blue&Me™ Hands-Free Communication⁽²⁾



the CABRIO

- Offered in POP or LOUNGE
- Available in 3 power-retractable soft-top colour options:
 - Bordeaux
 - Beige
 - Black
- 9 unique colour and trim options
- Rear Park Assist⁽⁴⁾

*Stand out with thousands
of custom options.*

Stripes, wheels, decals. Go on, have fun with your FIAT® 500. With so many combinations to choose from, you'll be able to customize yours so you can show your style.



*Newer technology.
Better driving.*



The **All-Speed Traction Control System** on the FIAT® 500 limits wheel spin during acceleration so that the wheels have maximum traction. Plus, the FIAT 500 comes with seven standard air bags⁽¹⁾ to help make your time in the vehicle as safe as possible.

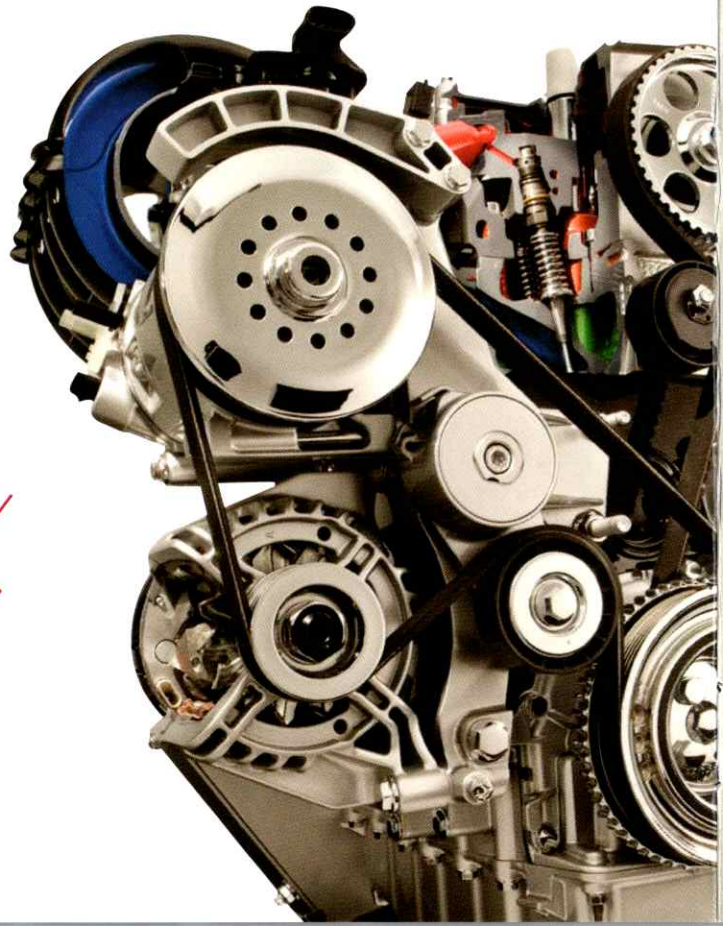


Blue&Me™ Hands-Free Communication provides communication⁽²⁾ and entertainment functionality using Bluetooth® connectivity. It lets you control your phone and radio with voice commands,⁽³⁾ so your hands can stay on the wheel.



The **1.4L MultiAir Engine** delivers an increase in power, up to 10 percent, and a reduction in fuel consumption and emissions, up to 10 percent, when compared to similar engines. With 101 hp, 98 lb-ft of torque and exceptional fuel economy, it's simply amazing.

*Enjoy
42 city/
55 hwy
mpg.⁽⁵⁾*



Fuel efficiency is king.

At FIAT®, we want you to drive in style, and we also want you to drive efficiently. That's why we introduced eco:Drive™ – the industry-leading interactive tool that records the way you drive and then shows you what effect your habits make on fuel consumption and CO₂ emissions. eco:Drive works with the available Blue&Me™ Hands-Free Communication System⁽²⁾ and it's FREE. By changing a few of your driving habits, you'll save money and help save the planet.



eco:Drive



Learn more.

Find a FIAT Studio.

Visit fiatcanada.com to learn more about the FIAT 500 and sign up for updates. While you're there, you can find your nearest FIAT Studio. FIAT Studios are artfully designed spaces with specialists who can help you customize the FIAT 500 of your dreams.



To get FIAT on your mobile phone, just download the free FIAT 500 Vehicle Info mobile app.



To join the FIAT online community, go to facebook.com/FIAT500Canada or twitter.com/FIAT500Canada.



fiatcanada.com

⁽¹⁾The Advanced Front Air Bags in this vehicle are certified to the 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. ⁽²⁾Always use BLUE&ME™ in a safe manner, with eyes on the road and hands on the wheel at all times. ⁽³⁾Requires SIRIUS Radio Subscriptions governed by SIRIUS Terms and Conditions available at siriuscanada.ca. ⁽⁴⁾Always check entire surroundings before backing up. ⁽⁵⁾2012 EnerGuide Fuel Consumption Rating, 6.7 L/100 km city, 5.1 L/100 km hwy, Transport Canada test methods used. Your actual fuel consumption may vary. See your Studio for details.

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