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500

Pop

STARTING AT
\$15,995 MSRP

Standard Equipment

- 1.4L 16V I4 MultiAir® Engine
- Up to 55 MPG (5.1L/100 km) highway
- 5-Speed Manual Transmission
- Power Windows, Locks & Mirrors
- Body Colour Fascias
- Projector Headlamps
- Chrome Door Handles & Exhaust Tip
- 15-inch Wheels with Wheel Covers
- Rear Window Wiper/Washer & Defroster
- AM/FM/CD/MP3 Radio with 6 Speakers
- Cloth Seats: Driver Seat Height Adjuster
- Passenger In-seat Cushion Storage
- Vehicle Information Centre
- Electronic Stability Control (ESC)
- 4 Wheel Disc Anti-lock Brakes
- 7 Air Bags, Active Front Head Restraints
- Tire Pressure Monitoring System

Key Optional Equipment

- 6-Speed Automatic Transmission
- Air Conditioning with Micron Filter
- 15-inch Cast Aluminum Wheels
- Cruise Control
- Power Sunroof
- Blue&Me™ Hands-Free Communication including Leather-wrapped Steering Wheel with Audio Controls
- TomTom® Navigation



Sport

STARTING AT
\$18,500 MSRP

Standard Features (vs. Pop)

- 16-inch Cast Aluminum Wheels
- Red Brake Calipers
- Sport Suspension
- Unique Front & Rear Fascias
- Fog Lamps
- Rear Spoiler
- Side Sill Ground Effects
- Air Conditioning with Micron Filter
- Leather-wrapped Sport Steering Wheel
- Steering-wheel mounted Audio Controls
- Cruise Control
- Sport Cloth Seats
- Chrome Shift Knob
- Blue&Me Hands-Free Communication
- Overhead Passenger Assist Handle
- Aspheric Driver Exterior Mirror

Key Optional Equipment

- 6-Speed Automatic Transmission
- Automatic Temperature Control
- Power Sunroof
- Heated Front Seats (Automatic only)
- TomTom Navigation
- SIRIUS® Satellite Radio
- 6 Bose® Speakers with Subwoofer
- Security Alarm



Lounge

STARTING AT
\$19,500 MSRP

Standard Features (vs. Pop)

- Leather-faced Seating
- Chrome Shift Knob
- Leather-wrapped Steering Wheel
- Steering Wheel mounted Audio Controls
- Automatic Temperature Control
- 15-inch Cast Aluminum Wheels
- Fog Lamps
- Panoramic Glass Roof
- Chrome Power Heated Mirrors
- Bright Belt Moulding
- Body Colour Fascia with bright insert
- Bodyside Mouldings with '500' Logo
- SIRIUS Satellite Radio
- 6 Bose Speakers with Subwoofer
- Blue&Me Hands-Free Communication
- Auto-dimming Rearview Mirror
- Cruise Control
- Security Alarm
- Aspheric Driver Exterior Mirror
- Overhead Passenger Assist Handle

Key Optional Equipment

- 6-Speed Automatic Transmission, including Leather-wrapped Shift Knob
- Power Sunroof
- Heated Front Seats (Automatic only)
- TomTom Navigation
- Rear Park Assist
- Premium 15-inch Cast Aluminum Wheels



14 Unique colours

ROSSO BRILLANTE
GIALLO
GRIGIO
BIANCO
VERDE CHIARO
AZZURRO
MOCHA LATTE
VERDE OLIVA
ROSSO
ESPRESSO
ARGENTO
NERO
RAME
BIANCO PERLA

2012 FIAT 500



Key Messages

The All New 2012 FIAT 500 is the best of European Technology and Italian style

- FIAT 500 offers engaging driving dynamics, high quality and advanced technology ideally suited for the Canadian Market
- New 1.4-litre engine with state-of-the-art MultiAir® technology, invented and patented by FIAT Powertrain Technologies (FPT), delivers enhanced power, fuel efficiency and refinement – up to 55 MPG
- World-Class Safety: Seven Standard Airbags, Standard ESC & ABS
- Three models, 14 exterior colours and 11 unique seat colour and material combinations allow customers to personalize their FIAT 500

Exterior – ICONIC

The new 2012 FIAT 500 captures admiring glances with its Italian style and iconic Cinquecento cues.

- 14 vivid exterior colours available in metallic, non-metallic and premium tri-coat pearl finishes
- 5 Wheel choices
- 3 roof choices: Solid Roof, Panoramic Glass Roof, and Power Sunroof, with the ability to further customize with genuine FIAT 500 accessories

INTERIOR – TIMELESS

With its high attention to detail, no-nonsense design and numerous personalization options, the new 2012 FIAT 500's interior represents a new direction in personal transportation.

- Two interior colour environments (Black or Grey/Ivory)
- Multiple unique seat colour and materials, including Red, Black, Brown
- Interior Instrument Panel (IP) insert is colour coordinated to the exterior
- Chromed 'hook' door handles



Powertrain – POWERFULLY EFFICIENT

1.4L 16V MultiAir Engine – “Best of What’s New” from Popular Science

- Better power to weight ratio than Mini Cooper
- Electro-Hydraulic MultiAir valve actuation system provides:
 - Power increase of up to 10%
 - Low RPM torque improvement of up to 15%
 - Fuel economy improvement of up to 10%
 - CO₂ emissions reduction of up to 10%
- Interactive driving technology helps drivers to improve fuel consumption and lower CO₂ emissions
- Available Aisin 6-speed automatic transmission with driver-selectable gear change system provides smooth shifting and excellent fuel economy
- Superior fuel efficiency of 55 MPG with 780 km on one tank of fuel!

Safety – Class-Leading FIAT 500 includes 35 safety & security features to keep drivers and their passengers comfortable and secure. The following is standard on every FIAT 500 in Canada:

- Electronic Stability Control(ESC) incl. Hill Start Assist and Traction Control
- 4 Wheel Anti-lock Disc Brakes
- 7Air Bags; Front Active Head Restraints
- Tire Pressure Monitoring System



eco:Drive™ Application helps to improve driving efficiency

- Fiat's eco:Drive Application collects all necessary data relating to vehicle efficiency and, through the Blue&Me USB™ port, transmits it onto any USB memory stick.
- Improves how efficiently you drive, saving you fuel and money while reducing emissions.
- An environmentally responsible application for environmentally responsible Canadians.

Fuel Economy – L/100 km (MPG)	City	Hwy
1.4L 16V with 5-speed Manual	6.7 (42)	5.1 (55)
1.4L 16V with 6-speed Automatic	7.4 (38)	5.7 (50)

Three Distinctive Models – All Well-Equipped

POP (21A) - \$15,995 MSRP

Designed with Italian style, efficiency and personalization

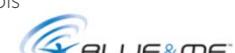
- 1.4L 16V MultiAir 4-Cylinder
- 5-Speed Manual Transmission (optional 6-spd Automatic)
- Power Windows with Front I-Touch Down
- Power Locks with Remote Keyless Entry
- Power Body Colour Heated Mirrors
- Body Colour Fascias with Projector Headlamps
- Chrome Door Handles
- Chrome Exhaust Tip
- 15-inch Wheels with Wheel Covers
- Rear Window Wiper/Washer & Defroster
- AM/FM/CD/MP3 Radio with 6 Speakers
- Cloth Seats with Driver Seat Height Adjuster
- Passenger In-seat Cushion Storage
- Vehicle Information Centre
- Tilt Steering Column
- Safety – 7 Airbags, ABS, ESC, Traction Control, Hill Start Assist
- Engine Block Heater

SPORT (21D) - \$18,500 MSRP

For the driving enthusiast

Sport builds off the Pop and adds:

- 16-inch Cast Aluminum Wheels
- Red Brake Calipers
- Sport Suspension
- Unique Front & Rear Fascias
- Fog Lamps
- Rear Spoiler
- Side Sill Ground Effects
- Air Conditioning with Micron Filter
- Leather Wrapped Sport Steering Wheel
- Steering Wheel Mounted Audio Controls
- Speed Control
- Sport Cloth Seats
- Chrome Shift Knob
- Blue&Me - Hands Free Communication
- Overhead Passenger Assist Handle



LOUNGE (21J) - \$19,500 MSRP

Tailored for individuals who want their FIAT 500 to reflect their fashion-oriented lifestyles, featuring premium amenities.

The Lounge builds off the Pop and adds:

- Leather Seating, Leather-wrapped Steering Wheel
- Steering Wheel Mounted Audio Controls
- Air Conditioning with Automatic Temperature Control
- 15-inch Cast Aluminum Wheels
- Fog Lamps
- Panoramic Glass Roof (optional Power Sunroof)
- Chrome Power Heated Mirrors
- Chrome Shift Knob
- Bright Belt Moulding
- Body Colour Fascia with Bright Insert
- Bodyside Mouldings with 500 Logo
- SIRIUS Satellite Radio with one-year subscription
- 6 Bose® Speakers with Subwoofer
- Blue&Me – Hands-Free Communication
- Auto-dimming Rearview Mirror
- Speed Control
- Security Alarm
- Aspheric Driver Exterior Mirror
- Overhead Passenger Assist Handle