

500
BY
Gucci



Founded in Florence in 1921, Gucci has become renowned the world over as a name synonymous for luxury, Italian craftsmanship and glamour. In 2007, fifty years after its debut, another Italian myth - the iconic Fiat 500 - was reborn to outstanding acclaim. This storied model looks at the world from a new perspective. A pop icon that symbolizes an everlasting appeal going far beyond the automotive world. Ironic, sporty, eccentric and elegant, hatchback or convertible, the 500 captures attention wherever it is seen. In the year that celebrates the 150th anniversary of the Unification of Italy and Gucci's own 90th anniversary, Gucci and Fiat have joined together to create the unique "500 by Gucci," a special edition model personalized by Creative Director Frida Giannini. A true marriage of Italian design and style. Unique details and exclusive materials make the 500 by Gucci one-of-a-kind. Available in pearlized black and white, with Gucci's iconic green-red-green web motif on the side, on the roof and on seatbelts. Added distinction is provided by alloy wheels, a Guccissima leather driving wheel and seats and a GG gear stick and hub caps. Gucci Creative Director Frida Giannini has also designed a 500byGucci collection of casualwear, luggage, sunglasses and other accessories to complete the look.

Ready to hit the road?





























	500 BLACK WITH GLITTER	500 WHITE WITH GLITTER	500C BLACK WITH GLITTER	500C WHITE WITH GLITTER		500 1.2	500 0.9 TwinAir	500C 1.2	500C 0.9 TwinAir
COLOURS					DIMENSIONS				
Lux Black with glitter	•		•		Length (mm)	3546	3546	3546	3546
Lux White with glitter		•		•	Width (mm)	1627	1627	1627	1627
					Height (mm)	1488	1488	1488	1488
16" ALLOY WHEELS					Wheelbase(mm)	2300	2300	2300	2300
Gucci Black diamante	•		•		Front track (mm)	1413	1413	1413	1413
Gucci White diamante		•		•	Luggage capacity (dm³)	185	185	182	182
LEATHER FABRIC SEATS					ENGINE				
Black surrounds and top half, white 500 logo. White leather central inserts with impressed Guccissima graphics and Gucci web. Black tone-on-tone stitching.	•		•		CAPACITY (cc)	1242	875	1242	875
Ivory surrounds, black top half with ivory 500 logo. Black leather central inserts with impressed Guccissima graphics and Gucci web. Ivory tone-on-tone stitching.		•		•	EURO EMISSIONS STANDARD	5	5	5	5
					MAX EC POWER (BHP)				
					BHP (kW)	69 (51)	85 (62.5)	69 (51)	85 (62.5)
					at rpm	5500	5500	5500	5500
					MAX EC TORQUE:				
GEAR KNOB					Nm (kgm)	102 (10.4)	145 (14.8)	102 (10.4)	145 (14.8)
Gucci knob	•	•	•	•	at rpm	3000	1900	3000	1900
STEERING WHEEL					TOP SPEED (mph)	99	108	99	108
Black surround with soft touched matt white dashboard; chrome details; black door panels.	•		•		ACCELERATION				
Ivory surround with soft touched matt balck dashboard; white gold details; ivory door panels.		•		•	(sec) 0-62 mph	12,9	11	12,9	11
INTERIORS					FUEL CONSUMPTION				
Black surround with soft touched matt white dashboard; chrome details; black door panels.	•		•		mpg (l/100km)				
Ivory surround with soft touched matt black dashboard; white gold details; ivory door panels.		•		•	urban cycle	49.6 (5.7) - 50.4 (5.6) *	57.6 (4.9) - 61.4 (4.6) *	49.6 (5.7) - 50.4 (5.6) *	57.6 (4.9) - 61.4 (4.6) *
					extra urban cycle	65.7 (4.3) - 68.9 (4.1) *	76.3 (3.7) - 78.5 (3.6) *	65.7 (4.3) - 68.9 (4.1) *	76.3 (3.7) - 78.5 (3.6) *
					combined cycle	58.9 (4.8) - 60.1 (4.7) *	68.9 (4.1) - 70.6 (4.0) *	58.9 (4.8) - 60.1 (4.7) *	68.9 (4.1) - 70.6 (4.0) *
					CO ₂ (g/km)	113 - 110*	95 - 92*	113 - 110*	95 - 92*
					*with Dualogic™ gearbox				
SOFT TOP COLOUR					WHEELS				
Black			•	•	16" alloy wheels with tyres	195/45 R16	195/45 R16	195/45 R16	195/45 R16
STANDARD EQUIPMENT					WEIGHTS				
Automatic single zone climate control with anti pollen filter	•	•	•	•	Kerb weight DIN (kg)	865 (900*)	930 (940*)	905 (940*)	970 (980*)
Leather steering wheel with 8 control buttons	•	•	•	•	Towable weight not braked (kg)	400	400	400	400
Chrome trim on bonnet	•	•	•	•	braked (kg)	800	800	800	800
Radio with CD and MP3 player	•	•	•	•	TANK CAPACITY				
Gucci kit (chrome mouldings, chrome door handles, boot space handle and bonnet line, Gucci key cover and carpet mats)	•	•	•	•	Fuel tank capacity (litres)	35	35	35	35
Body coloured side rubbing strip with 500 logo	•	•	•	•	BATTERY 12v				
Remote central locking	•	•	•	•	Capacity (Ah)	50	50	50	50
Electric front windows	•	•	•	•					
Chrome finish door mirrors	•		•						
Matt chrome finish door mirrors		•		•					
7 airbags (driver, passenger, side, window and driver's knee)	•		•						
Start&Stop	•	•	•	•					
Blue&Me™ with USB port and aux-in	•	•	•	•					
OPTIONAL									
Dualogic™ robotised gearbox	•	•	•	•					
Fog lights	•	•	•	•					
EPS	•	•	•	•					
Electrochromantic rear view mirror	•		•	•					
Passenger seat with memory	•	•	•	•					
Cigar lighter	•	•	•	•					
Wind stop			•	•					
Electric sunroof	•	•							
Interscope HiFi sound system	•	•	•	•					
Fixed sun roof with sun roof blind	•	•							
Bi-xenon headlights	•	•	•	•					
Rear parking sensor	•	•	•	•					

FOR MORE INFORMATION

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