





by Design

The FIAT 500 is a car designed to unite common sense with genuine passion.

Like the original Cinquecento® born over fifty years ago, the new FIAT 500 is just as sleek, simple and stylish. It is a car inspired to be modern and relevant. Beautifully designed form that follows function—with impeccable fit and finish that perfectly fits your lifestyle.

Redesigned to maintain its history of strong iconic style and celebrated spirit.



by Appreciation

Car of the Year 2008

— *Car of the Year*

World Design Car of the Year 2009

— *World Car of the Year*

Import of the Year, 2009

— *Overdrive, India*

Best Car of 2009

— *Auto Motor Und Sport, Germany*

Best Cars 2009

— *Motor Press Magazine, Portugal*







Life is best when driven.

FIAT 500 Sport. Pre-production models shown. Available Spring 2011. © 2010 FIAT BRAND USA. FIAT is a registered trademark of Fiat Group Marketing & Corporate Communication SpA, used under license by Chrysler Group LLC.

There are cars that simply drive.
And there are **CARS THAT ARE DRIVEN.**



The FIAT 500 and its drive shines through
in every line, curve, and detail – big or small.
It is a car designed for sheer passion.

This is the Italian way. This is the FIAT way.



by Detail

There is no such thing as a SMALL DETAIL.

Italian designed fabrics

Unique stitching

Soft-touch accents

Chrome surrounds

Red brake calipers



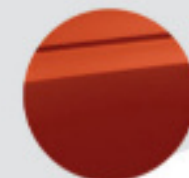
Rosso Brillante



Nero



Azzurro



Rame



Argento



Rosso



Grigio



Giallo



Mocha Latte



Bianco



Verde Chiaro



Verde Oliva



Bianco Perla



Espresso

