



# 2013 FIAT® 500



## TABLE OF CONTENTS

Customization Story	2
Key Competitors	3-4
Model Breakdown	5-8
Powertrain	9
Dimensions and Specifications	10-11
Delivery Checklist	12



# 2013 FIAT® 500

## Customization Story



## 2013 FIAT® 500 Customizations

### ONE SIZE DOES NOT FIT ALL

FIAT® 500 answers the call for the individual who likes to stand out from the crowd. With 15 different paint colours, 11 seat combinations, six different wheel options, spoilers, decals, and front and rear fascias unique to each model, the FIAT 500 has the potential to create 500,000 aesthetically-tantalizing combinations.

It also has the potential to generate revenue — lots of revenue — before, after and during the sale. More on that later...

**Customization.** Mopar® offers more than 20 different kinds of decal kits including body and/or roof decals in a variety of colours, styles and sizes. Add to that wheel pocket inserts, over a dozen side-marker emblems and a variety of badges, and you could fill the city with FIAT 500s and, just like their owners, not one of them would be alike.

Of course, the first step to selling "custom" FIAT 500s is to let customers know you have them. It's ok to talk about customization early in the sales process all the way up until the end of the sale — even after. One of the best conversation starters is the vehicle itself. A few tricked-out FIAT 500s on your studio floor are a great way to spark that "gotta have it" fever in your customers. It's also a wise idea to show customers pictures of customized FIAT 500s — and even share those photos on your social networking sites.



# 2013 FIAT® 500

## Key Competitors



## 2013 FIAT® 500 Key Competitors

### AN A+ IN THE A/B SEGMENT

FIAT 500 competes in the Canadian A/B Segment with a bevy of well-thought-out features and a competitive price point that promises to leave customers delighted. FIAT 500 brings to the table something much of the competition doesn't — a significant emotional appeal and an audience as diverse as the vehicle itself.

#### *Who's competing with FIAT 500?*

Based on size alone, the A segment has only one true competitor: the smart fortwo. The B segment is more crowded. To date, there are eleven 2012 A/B models in the Canadian market:

Honda Fit | MINI Cooper | Chevrolet Sonic | Scion xD | Hyundai Accent | smart fortwo | Kia Rio  
Toyota Yaris | Mazda2 | Ford Fiesta

Some of these products make formidable opponents. Some don't. But few have what FIAT 500 has — a long-standing heritage and proven, present-day European track record. Moreover, the FIAT brand isn't based on one or two models like many of its competitors. It's based on a portfolio of award-winning vehicles, and it's earned its own impressive accolades, including 2009 World Car Design of the Year and European Car of the Year 2008. In fact, FIAT 500 is one of the most awarded cars — earning over 60 of them since its 2007 launch.

FIAT 500 is equipped to hold its own in the A/B segment.

Download the FIAT 500 Key Competitors charts and use as a reference with your prospective clients.



# 2013 FIAT® 500

## Key Competitors

### 2013 FIAT® 500 Key Competitors

	2013 FIAT 500 POP	2012 SMART FORTWO PURE	2012 MINI COOPER CLASSIC	2012 HONDA FIT DX	2012 FORD FIESTA SE SEDAN
MSRP	\$15,995	\$14,350	\$21,950	\$14,580	\$15,999
FUEL ECONOMY L/100 KM (CITY/HWY) – MANUAL	6.4/4.9	5.8/4.7	6.8/5.3	7.1/5.7	6.9/5.1
HORSEPOWER	101	70	121	117	120
TORQUE	98	68	114	106	112
ELECTRONIC STABILITY CONTROL	Standard	Standard	Standard	Standard	Standard
FOUR-WHEEL ABS	Standard	Standard	Standard	Standard	Standard
HILL START ASSIST	Standard	Standard	INA	N/A	N/A
ENGINE BLOCK HEATER	Standard	N/A	N/A	Available	Available
AIR BAGS	7	8	6	6	7
REACTIVE FRONT HEAD RESTRAINTS	Standard	N/A	N/A	Standard	N/A
GAS TANK CAPACITY	40L	33L	50L	40L	45.4L
DRIVER INFORMATION CENTRE	Standard	N/A	N/A	N/A	Standard
MAXIMUM CARGO VOLUME	770L	340L	680L	1622L	363L
POWER DOORS	Standard	Standard	Standard	Manual	Standard
TILT STEERING	Standard	N/A	Standard	Standard	Standard
FLOOR MATS	Standard	Standard	N/A	N/A	Standard
SPEAKERS	6	2	6	2	4
REAR SEAT LEGROOM	805mm	N/A	708mm	888mm	792mm
REAR CARGO VOLUME	269L	220L	160L	585L	363L
NAVIGATION SYSTEM	Available	N/A	N/A	N/A	N/A
POWER, HEATED EXTERIOR MIRRORS	Standard	N/A	Standard	N/A	N/A

N/A - Not Available INA - Information Not Available



# 2013 FIAT® 500

## Model Breakdown



## 2013 FIAT® 500 Model Breakdown

### EACH MODEL PLAYS ITS OWN ROLE

The FIAT 500 made its Canadian debut in late 2010 early 2011. Four well-appointed models are available. Each model — Pop, Sport, Lounge and Turbo — brings a unique customer to your door. They will, however, share a common denominator — the pursuit of a spirited, dynamic and socially responsible driving experience. And, in one of these four models, they'll find exactly what they're looking for.

### FIAT 500 POP

Combine youthfulness and a free spirit with efficiency and accountability and you've got the FIAT 500 Pop. It's the perfect vehicle for the practical individualist who loves to have a good time. The FIAT 500 Pop delivers plenty of standard features which are often options on other subcompacts, including power windows and locks, heated mirrors, EVIC, ESC, ABS, floor mats, a quick tire repair kit and seven, yes, seven, air bags.

On top of all that, Pop is as distinctive and fun-loving as its drivers. It's nimble, responsive and fun to drive. Plus Pop's bumpin' AM/FM/CD/MP3 radio with a single-disc CD player and MP3 player audio jack adds a little extra oomph, making the ride even more enjoyable.

### STANDARD ON FIAT 500 POP

1.4L I-4 MultiAir® engine	Four-wheel disc antilock brakes
5-speed manual transmission	Power windows, locks and mirrors
Advanced multistage driver and front-passenger air bags	Remote keyless entry
Driver's knee blocker air bag	AM/FM/CD with auxiliary input jack for MP3 players and six speakers
Supplemental front-seat side air bags	Electronic Vehicle Information Centre (EVIC)
Supplemental side-curtain air bags	Tire Pressure Monitoring System
Electronic Stability Control	Tilt steering column
All-Speed Traction Control	Fix & Go Tire Repair Kit
15-inch wheels with covers	Floor mats
Reactive front head restraints	Chrome door handles & exhaust tip
Projector headlamps	Aspheric driver exterior mirror

### POP OPTIONS

15-inch aluminum wheels	TomTom® Navigation with Blue&Me Hands-Free Communication
6-speed automatic transmission with Auto/Stick™	Blue&Me Hands-Free Communication Package
Cruise control	FIAT Premium Audio System
Power sunroof	SiriusXM Satellite Radio with one-year subscription included
Compact spare tire	Air conditioning with micron filter
Security alarm	



# 2013 FIAT® 500

## Model Breakdown



## 2013 FIAT® 500 Model Breakdown

### FIAT 500 SPORT

Drivers seeking a sporty ride with groundbreaking style and flair need look no further. 500 Sport falls into its name naturally with an athletic front and rear fascia that look the part, and a sport-tuned suspension and performance steering system that act it. There's also a Sport button on the dash that, with a push, instantly adjusts the feel of the steering wheel and the transmission shift points, and makes the throttle even more responsive.

In addition to all the standard features of the 500 Pop, the 500 Sport comes equipped with Blue&Me™ Hands-Free Communication, 16-inch cast aluminum wheels, red brake calipers, rear spoiler, a leather-wrapped sport steering wheel and a chrome shift knob. Even with all that sportiness, the FIAT 500 Sport maintains its impressive eco-friendly attitude while still being an out-and-out blast to drive.

### STANDARD ON FIAT 500 SPORT: ALL THE FEATURES OF THE POP MODEL, PLUS:

Unique front and rear fascia	Sport cloth seats
Rear spoiler	Blue&Me Hands-Free Communication
16-inch cast aluminum wheels	Leather-wrapped sport steering wheel with mounted audio and cruise controls
Red brake calipers	Side sill ground effects
Sport-tuned suspension	Chrome shift knob
Fog lamps	Air conditioning with Micron filter

### SPORT OPTIONS

Heated front seats	TomTom® Navigation with Blue&Me Handsfree Communication
6-speed automatic transmission with Auto/Stick™	SiriusXM Satellite Radio with one-year subscription included
Power sunroof	Security alarm
Compact spare	Automatic temperature control with micron filter
FIAT Premium Audio System	Leather-faced seats
Beats by Dr. Dre® Sound System	



# 2013 FIAT® 500

## Model Breakdown



## 2013 FIAT® 500 Model Breakdown

### FIAT 500 LOUNGE

The perfect vehicle for the refined and unique, the 500 Lounge takes technology and refinement a step further with stunning accents and a bevy of standard features. Of special interest, 500 Lounge offers a panoramic glass roof, so the cabin feels open and airy all-year round, less the wind, noise and elements. Or, for times when the driver prefers privacy, the sunshade can be pulled over the glass to block it all out.

500 Lounge maintains the standard features of the Pop model, and also comes equipped with leather-faced seating, automatic temperature control and a FIAT Premium Audio System.

### STANDARD ON FIAT 500 LOUNGE: ALL THE FEATURES OF THE POP MODEL, PLUS:

Body-colour fascia with bright exterior accents	Security alarm
Panoramic glass roof	Leather-wrapped steering wheel with audio and cruise control
15-inch cast aluminum wheels	Auto-dimming rearview mirror
Fog lamps	SiriusXM Satellite Radio with one-year subscription included
Leather-faced seats	FIAT Premium Audio System
Automatic temperature control	Blue&Me™ Hands-Free Communication
Chrome shift knob	Chrome power heated mirrors
Bodyside mouldings with '500' logo	

### LOUNGE OPTIONS

Premium 15-inch cast aluminum premium wheels	TomTom® Navigation with Blue&Me™ Hands-Free Communication
Heated front seats	Power sunroof
Rear Park Assist	Compact spare
6-speed automatic transmission with Auto/Stick™ (includes leather-wrapped shift knob)	Beats by Dr. Dre® sound system



# 2013 FIAT® 500

## Model Breakdown



## 2013 FIAT® 500 Model Breakdown

### FIAT 500 TURBO

The FIAT 500 lineup has been amplified with the addition of the new FIAT 500 Turbo, delivering 34 percent more power in a more athletically styled package. The new 2013 FIAT 500 Turbo answers the call with a new 135-horsepower 1.4 litre MultiAir Turbo engine, dynamic styling, sport-tuned suspension, track-proven brakes and unique sport style interior.

### STANDARD ON FIAT 500 TURBO: ALL THE FEATURES OF THE POP MODEL, PLUS:

1.4L I-4 16V MultiAir® Turbo with 5-speed manual (25T)	High-performance brake system
16-inch aluminum wheels with black painted pockets	Sport-tuned single exhaust
Sport-tuned suspension	Sport-styled seating with silver stitching
Unique performance-designed front fascia	Leather-wrapped shift knob and steering wheel accented with silver stitching
Bolder side skirts	Gloss black headlamp, tail lamp and parking lamp bezels

### TURBO OPTIONS

Automatic Temperature Control	Power sunroof
Beats by Dr. Dre® sound system	Security Alarm
Compact spare tire	SiriusXM Satellite Radio with one-year subscription
FIAT Premium Audio System	Smoker's Group
Heated front seats	TomTom® Navigation with Blue&Me Hands-free Communication





# 2013 FIAT® 500

## Powertrain



## 2013 FIAT® 500 Powertrain

### WHAT MOVES YOU?

FIAT 500 customers will be joyfully “moved” by a carefully balanced, expertly engineered powertrain system that makes the FIAT 500 somewhat of a party on wheels. It’s spirited, agile and way fun to drive.

**Start the engine.** The 1.4L I-4 MultiAir® Engine is naturally aspirated and delivers 101 hp at 6,500 rpm and 98 lb-ft of torque at 4,000 rpm — achieved, in part, by dual Variable Valve Timing (VVT). VVT increases the power output without sacrificing fuel efficiency. How? By constantly adjusting the camshaft timing based on the type of performance required. Together, this technology gives the FIAT 500 an estimated 10% more power using an estimated 7.5% less fuel consumption compared to similar competitive engines.

**New FIAT 500 Turbo.** Behind its performance-designed front fascia, the new 2013 FIAT 500 Turbo features a single turbocharger, twin intercoolers and sport-tune exhaust to deliver 34 percent more power (135 vs 101 horsepower) and 53 percent more torque (150 vs 98 lb ft) compared to the FIAT 500’s naturally aspirated 1.4-litre MultiAir® engine. FIAT 500 Turbo is paired to the track-proven C510 five-speed manual transmission with a 3.35 final-drive gear ratio for quick acceleration and faster top speed.

**Shift to the Transmission.** Choose from the standard five-speed manual transmission with a smooth-shifting hydraulic clutch or the available AISIN 6-speed automatic with the Dualogic shifter system. The five-speed manual transmission combines excellent shift quality with efficient performance. It includes an overdrive gear that contributes to improved fuel efficiency and lower highway noise. The FIAT 500 Sport features a sport-tuned suspension that delivers more precise handling and a tighter feel.

The six-speed automatic transmission with Auto/Stick™ delivers smooth shifts and optimum fuel efficiency while allowing the driver to operate the vehicle in manual or automatic mode. This adds to the fun of driving FIAT 500 as it delivers the feel of a manual with the convenience of an automatic.

**Power at the Push of a Button.** The push-button Sport Mode instantly makes the throttle even more responsive and adjusts the feel of the steering wheel and transmission for a more performance-oriented driving experience. Standard on all models.

ENGINE	TRANSMISSION	HP/TORQUE	FUEL ECONOMY L/100 KM (MPG)	
			CITY	HIGHWAY
1.4L I-4 MultiAir	5-speed Manual	101/98 lb-ft	6.4 (44)	4.9 (58)
1.4L I-4 MultiAir	6-speed Automatic	101/98 lb-ft	7.4 (38)	5.7 (50)
1.4L I-4 MultiAir Turbo	5-speed Manual	135/150 lb-ft	7.1 (40)	5.7 (50)

For additional vehicle information, inventory search and build and price functions please visit the Vehicle Knowledge area located on DealerCONNECT under the Marketing tab.



# 2013 FIAT® 500

## Dimensions and Specifications

### 2013 FIAT® 500 Dimensions and Specifications

#### SUMMARY

Vehicle Name: FIAT 500

Body Style: A-segment hatchback

#### VEHICLE

Segment: A/B Subcompact

#### WEIGHT INFORMATION

Base Curb Weight (kg): 1,106 (Automatic), 1,074 (Manual)

#### FUEL ECONOMY

Manual Transmission L/100km (mpg): 6.4 (44) city/4.9 (58) highway

Automatic Transmission L/100km (mpg): 7.4 (38) city/5.7 (50) highway

Turbo engine with Manual Transmission L/100 km (mpg): 7.1 (40) city/5.7 (50) highway

#### ENGINE

Engine Type: Gas 4-Cylinder in-line	1.4L Turbo
Displacement: 1.4L	1.4L
Fuel System: EFI	
Horsepower: 101 @ 6,500 rpm	135
Torque: 98 lb-ft @ 4,000 rpm	150

#### TRANSMISSIONS

Drivetrain: Front-Wheel Drive

5-Speed Manual

6-Speed Automatic with Auto/Stick™ (available)

#### ELECTRICAL

Maximum Alternator Capacity (amps): 105 (Pop, Sport, Lounge) 120 amps for Turbo

#### COOLING SYSTEM

Total Cooling System Capacity: 14.4L (4.6 qts)

#### SUSPENSIONS

Normal duty (standard on 500 Pop and Lounge)

Sport-tuned (standard on 500 Sport and Turbo)

#### TIRES

15-inch All-Season, 185/55 R15 (standard on 500 Pop and Lounge)

16-inch All-Season, 195/45 R16 (standard on 500 Sport and Turbo)



## 2013 FIAT® 500 Dimensions and Specifications

### WHEELS

- 15-inch wheels with covers (standard on Pop)
- 15-inch Aluminum, five oval-spoke Tech Silver (available on Pop)
- 15-inch Aluminum, nine split-spoke Silver (standard on Lounge)
- 15-inch Aluminum, premium Silver (available on Lounge)
- 16-inch Aluminum, dark mineral grey painted pockets (standard on Sport)
- 16-inch Aluminum with Black painted pockets (standard on Turbo)

### STEERING

- Steering Type: Power
- Turning Diameter: 9.32m (30.6 ft)

### BRAKES

- Brake Type: Power
- ABS System: 4-wheel disc with Electronic Brake-Force Distribution
- Electronic Stability Control
- All-Speed Traction Control
- Brake Assist

### FUEL TANK

- Fuel Tank Capacity: 40L (8.8 imp. gal./10.5 US gal.)

### INTERIOR DIMENSIONS

- Front Headroom: 989 mm (38.9 inch)
- Front Legroom: 1035 mm (40.7 inch)
- Front Shoulder Room: 1255 mm (49.4 inch)
- Rear Headroom: 903 mm (35.6 inch)
- Rear Legroom: 805 mm (31.7 inch)
- Rear Shoulder Room: 1178 mm (46.4 inch)

### EXTERIOR DIMENSIONS

- Wheelbase: 2300 mm (90.6 inch)
- Length, overall: 3547 mm (139.6 inch) — Turbo is 3667 (144.4)
- Width, max (w/out mirrors): 1627 mm (64.1 inch)
- Height, overall: 1520 mm (59.8 inch)
- Track width front: 1407 mm (55.4 inch)
- Track width rear: 1397 mm (55 inch)

### CARGO AREA DIMENSIONS

- Cargo Volume with rear seat up: 269L (9.5 cu ft)
- Cargo Volume with rear seat down: 770L (27.2 cu ft)

### WARRANTY

FIAT has you covered. The comprehensive customer care includes:

- 3-year/60,000-kilometre Basic Warranty
- 5-year/100,000-kilometre Powertrain Limited Warranty
- 5-year/100,000-kilometre Full Roadside Assistance
- 3-year/Unlimited-kilometre Corrosion Warranty
- 5-year/160,000-kilometre Outer Panel Corrosion Warranty
- 8-year/130,000-kilometre Emissions Warranty



### PRE-DELIVERY

- Vehicle is equipped as indicated in the contract of sale
- Vehicle interior/exterior clean
- Delivery appointment verified (if applicable)
- Vehicle and customer paperwork prepared
- Applicable arbitration and CAMVAP materials in glove box
- Preset radio, clock and owner's address in Navigation system (if so equipped)

Vehicle is ready for delivery

### DELIVERY

To be reviewed/demonstrated and checked (if equipped) by FIAT Specialist with client present.

#### REAR

- Operation of liftgate
- Cargo area features including 50/50 split-folding rear seat
- Rear wiper/washer/defroster
- Automatic locking retractor mode (rear seatbelt)

#### PASSENGER SIDE

- Reclining rear seats
- Jacking location (exterior)
- Automatic locking retractors & seatbelt pretensioners
- Passenger seat cushion storage
- Child seat anchor system (latch)

#### FRONT

- 1.4L I-4 MultiAir® I6V engine features & benefits
- Recommended fuel
- Opening the hood
- Suspension system
- Safety checks outside the vehicle (tires, lamps, etc.)

#### DRIVER SIDE

- Remote keyless entry
- Alarm system
- Driver's seat easy-entry with memory
- Power/folding/heated exterior mirrors
- Keyless entry with engine immobilizer
- Power windows/door locks
- Tilt steering column
- Steering wheel with integrated controls
- Electronic speed control operation
- Multifunction lever (lights and turn signals)
- "Follow Me Home" headlamp-off delay
- Windshield wipers/washer operation (lever also features trip button)

- Automatic temperature controls
- Heated seats
- Instrument panel operation including fog lamp switch
- Tire pressure monitoring system
- Five-speed manual transaxle
- Six-speed automatic transaxle with Auto/Stick™
- Brake/transmission interlock system
- eco:Drive™ Fuel Economy Management
- Sport Mode
- Electronic Stability Control
- Electronic Brake Assist
- All-Speed Traction Control
- Hill Start Assist
- Four-wheel disc antilock brake system
- Rear Park Assist
- Hood release & fuse panel
- Jack and jack-handle location
- Jacking location (exterior)

#### INTERIOR

- Three-point lap and shoulder belts (all seats)
- Advanced multistage front air bags for driver/ front passenger
- Supplemental driver's knee blocker air bag
- Reactive Front Head Restraints
- Supplemental side air bag inflatable curtains (window seating positions)
- Supplemental front-seat side air bag
- Storage features (centre console, glove box and front seat cushion storage on Pop models)
- 12-volt power outlet
- Electronic Vehicle Information Centre (EVIC) customizable messages
- AM/FM/CD/MP3 radio (how to set the clock, store stations and connect a digital music player)

Vehicle is equipped as agreed upon

- SiriusXM Satellite Radio
- FIAT Premium Audio System
- Pairing a phone & digital music player with Blue&Me™ Hands-Free Communication
- TomTom® Navigation with Blue&Me™ Hands-Free Communication
- Map/reading lights
- Power sunroof operation
- Tire repair kit/compact spare

#### OWNERSHIP EXPERIENCE

- WARRANTY  
FIAT has you covered. The comprehensive customer care includes:
  - 3-year/60,000-kilometre Basic Warranty
  - 5-year/100,000-kilometre Powertrain Limited Warranty
  - 5-year/100,000-kilometre Full Roadside Assistance
  - 3-year/Unlimited-kilometre Corrosion Warranty
  - 5-year/160,000-kilometre Outer Panel Corrosion Warranty
  - 8-year/130,000-kilometre Emissions Warranty
- Owner's Manual & Owner's Information DVD
- Thank you letter
- Product Information Cards (Hero)
- Maintenance schedule/Performance service recommendations
- Service and Parts Department introduction and business hours
- Vehicle key code
- FIAT accessories
- Appearance care (exterior, interior, wheels and headlamps)
- Online social media communities

### POST-DELIVERY

To be completed by FIAT Specialist.

Customer's preferred contact phone numbers:  
 Primary: \_\_\_\_\_  
 Secondary: \_\_\_\_\_  
 Email address: \_\_\_\_\_

Customer's preferred time of contact: \_\_\_\_\_  
 Customer's first service appointment:  
 Date: \_\_\_\_\_  
 Time: \_\_\_\_\_

#### CLIENT ACKNOWLEDGMENT

I acknowledge that all items checked above have been reviewed with me.

#### FIAT SPECIALIST

All items checked above have been reviewed with the customer.

Client/Date

FIAT Specialist/Date