



***2013 MY What's New***

# 2013 FIAT 500



# 2013 FIAT 500

## Key Messages

- Affordable.....Fuel Efficient.....Great Value
  - Starting at \$15,995 MSRP
  - Up to 55mpg HWY (5.1L/100KM)
- Stylish
  - Italian style and iconic Cinquecento cues
- Fun to Drive
  - 1.4L MultiAir® engine delivers enhanced power, fuel efficiency and refinement
  - One of the 2012 Top Ten Most Fun to Drive Cars award from The Fast Lane Car/TFLcar.com
- Tremendous Safety Message – Standard ABS, ESC, Side Airbags
- 2012 IIHS Top Safety Pick
- 2012 Consumers Digest Best Buy



### The 2013MY FIAT 500 adds several noticeable enhancements

- Heated front seats available with manual transmission
- Exterior spotter mirror is now standard on Pop
- Leather seats (Black & Red) now available on Sport
- Increase density of sunroof and fixed glass shades
- Revised Icons on steering wheel and cluster bezel
- New carpet
- Make door locking strategy configurable on EVIC
  - One push to unlock all doors or first push driver second push passenger
- Tire Pressure monitoring system to display pressure values in EVIC
- Speed sensitive volume for premium audio



***Spotter Mirror***

Current ESC Switch  
Location for MTX



New ESC Switch  
Location for MTX



***Heated Seats Now Available  
on Manual Transmission Vehicles.***

### NEW SOUND SYSTEMS

- FIAT premium audio system replaces BOSE premium audio
  - Six premium speakers and 276-watt amplifier
- Premium Beats Audio® Package is now available as an additional option
- Available on Sport and Lounge
  - Beats™ Audio studio-quality sound system includes
    - Six premium speakers
    - 8-inch dual voice coil (DVC) subwoofer with trunk mounted enclosure
    - Eight-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm



## LEATHER SEATS AVAILABLE ON SPORT



Nero - Noir  
(CEQ)



Rosso - Rouge  
(CXR)

## **NEW** PAINT COLOURS



Luci Blu  
(Light Blue)



Verde Azzurro  
(Blue-Green)

## DISCONTINUED PAINT COLOURS



Mocha Latte  
(Mocha Latte)

## FIAT 500 HATCHBACK PRICE CLASS MIX

15%

POP - FFFL24

**Select Standard Equipment**

1.4L 16V MultiAir Engine

5-speed Manual Transmission

15-inch wheels

Power Heated Exterior Mirrors

Power Windows and Lock w/Remote keyless entry

55%

SPORT - FFFH24

**Adds from Pop**

16-inch aluminum wheels

Leather wrapped st. wheel w/cruise & audio

Air conditioning w/micron filter

Fog Lamps

Blue&Me Hands Free communication

30%

LOUNGE - FFFP24

**Adds from Pop**

Leather-faced seating

Leather wrapped st. wheel w/cruise & audio

Panoramic glass roof

Sirius Satellite radio

Blue&Me Hands Free communication

**POP Order Recommendations**

**5-speed manual**

21A + CEF or CEC or CXR - *price leader*

21A + HAA (Air Conditioning) + CEF or CEC or CXR

**6-speed automatic**

22A + HAA (Air Conditioning) + NHM (Speed Control)

**SPORT Order Recommendations**

**5-speed manual**

21D + RSC (Sirius Satellite Radio)+RC4 (FIAT Premium Audio)

**6-speed automatic**

22D + GWL (Sunroof)

**LOUNGE Order Recommendations**

**5-speed manual**

21J + JPM (Heated seats) + GWL (Sunroof)

**6-speed automatic**

22J + JPM (Heated seats) + GWL (Sunroof) + WJJ (15" Aluminum wheels)



# 2013 FIAT 500 CABRIOLET





# 2013 FIAT CABRIOLET

## Key Messages

- Open Air Freedom with true Italian style
- 55 mpg fuel efficiency HWY (5.1L/100KM)
- Fun to Drive
- Tremendous Safety Message – ABS, ESC, Side Airbags
- Great value – Starting at \$19,995 MSRP
  - Only Cabrio in Canada under \$20,000
- 2012 Consumers Digest Best Buy



- Heated seats available with manual transmission
- Revised Icons on steering wheel and cluster bezel
- New carpet
- Make door locking strategy configurable on EVIC
  - One push to unlock all doors or first push driver second push passenger
- Tire Pressure Monitoring system to display pressure values in EVIC
- Speed sensitive volume for premium audio

### **NEW PAINT COLOURS**



Luci Blu  
(Light Blue)



Verde Azzurro  
(Blue-Green)

### **DISCONTINUED PAINT COLOURS**



Mocha Latte  
(Mocha Latte)

### NEW SOUND SYSTEMS

- FIAT premium audio system replaces BOSE audio
  - Six premium speakers and 276-watt amplifier
- Premium Beats Audio® Package is now available as an additional option
- Available on Lounge
  - Beats™ Audio studio-quality sound system includes
    - Six premium speakers
    - 8-inch dual voice coil (DVC) subwoofer with trunk mounted enclosure
    - Eight-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm



### FIAT 500 CABRIO PRICE CLASS MIX

15%

**POP - FFFL27**

**Select Standard Equipment**

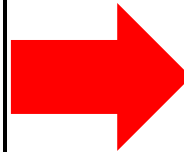
1.4L 16V MultiAir Engine w/5-speed Manual

Rear Park Assist

15-inch wheels

Power Heated Exterior Mirrors

Power Windows and Lock w/Remote keyless entry



85%

**LOUNGE - FFFP27**

**Adds from Pop**

Leather-faced seating

Leather wrapped st. wheel w/cruise & audio

FIAT Premium Audio system

Sirius Satellite radio

Blue&Me Hands Free communication

**POP Order Recommendations**

**5-speed manual**

21A (Base)

**5-speed manual**

21A + HAA (Air Conditioning)

**6-speed automatic**

22A + HAA (Air Conditioning) + NHM (Speed Control)

**LOUNGE Order Recommendations**

**5-speed manual**

21J + JPM (Heated seats) + WJJ (15" Aluminum Wheels)

**6-speed automatic**

22J + JPM (Heated seats) + WJJ (15" Aluminum wheels)



# 2013 FIAT 500 ABARTH



# 2013 FIAT ABARTH

## Key Messages

- Legendary Italian sports car that redefines every day performance
- 1.4L MultiAir, Turbocharged, twin intercooled engine with 5-speed manual transmission
  - 160hp and 170 lb-ft torque
- Delivers uncompromising and exhilarating performance and handling
- Bold and aggressive styling
  - Abarth design front and rear fascias
  - Abarth dual chrome tip exhaust system
  - Functional aerodynamic intakes and diffusers
  - Large rear spoiler
  - Side skirts
- True Italian Sports car heritage; the legend of the Scorpion
  - 10 World records
  - 133 International records



- Heated seats available
- Revised Icons on steering wheel and cluster bezel
- New carpet
- Make door locking strategy configurable on EVIC
  - One push to unlock all doors or first push driver second push passenger
- Tire pressure monitoring system to display pressure values in EVIC
- Speed sensitive volume for premium audio

### **NEW SOUND SYSTEMS**

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- Beats™ Audio studio-quality sound system includes
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  - 8-inch dual voice coil (DVC) subwoofer with trunk mounted enclosure
  - Eight-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm



beats by dr.dre



### FIAT 500 ABARTH PRICE CLASS MIX

**100%**

**ABARTH - FFFX24**

#### *Select Standard Equipment*

1.4L 16V MultiAir Turbo Engine w/twin intercoolers

5-speed manual transmission

Dual exhaust tips and large rear spoiler

FIAT Premium audio

Turbo boost gauge

#### *Limited availability*

#### **ABARTH Order Recommendations**

25X + \*DL (Leather seats) + JPM (Heated seats) +  
WAC (17" Hyper Black Wheels) +HAB (Automatic  
A/C) + M2Y or M2X or M2Z (Mirror Cap w/body  
side stripe) + GWL (Sunroof) + LSA (Security  
alarm) + RSC (Sirius Satellite radio) + RCV  
(BEATS Premium audio)

