We live in the moment and that moment is a gift. It is this very notion that motivates us to build great cars. It is this very same notion that motivates you to drive a great car.

The FIAT 500 is here.
The icon. The legend. The FIAT 500.

The Cinquecento was a catalyst for profound change. It encouraged exploration. It was a beacon of hope for millions: something the people of Italy could truly love. Pure. Simple. It provided mobility—but more important, it inspired personal freedom. No doubt: it was the right car for the times.
“The hardest part about designing a car is keeping it simple. Through simple, functional, responsible engineering comes beauty. The 500 and 500 Cabrio are everything you need and nothing you don’t. We didn’t start by ‘adding’; we started by stripping away what was not needed. The 500 and 500c are both beautiful expressions of simple, functional Italian design.”

— Roberto Giolito, FIAT Head of Design
The concept was to recreate the perfect suit for this new FIAT® chassis while preserving the stylish interior and sleek contours. Reengineered for North America, the 2012 FIAT 500 is as simple, as beautiful, and as iconic as the original. And it’s poised to be the next global icon from Italy.
Same spirit... new expression.
FIAT® has once again embraced and enhanced the landscape of North America, seducing the hearts and minds of drivers. Every detail of the FIAT 500 and 500 Cabrio has been thoughtfully and beautifully designed for our sensibilities. Its ability to be personalized feeds the thirst for self-expression and celebrates what it means to be an individual in a world of individuals.
The 1.4L 16V MultiAir® engine has electrohydraulic valves for more dynamic and direct control of air and combustion. This improves power by 10% and torque by 15%, cylinder-by-cylinder, stroke-by-stroke. It also helps reduce pollutant emissions with an added 10% fuel economy improvement over conventional naturally aspirated engines. The award-winning 1.4L 16V MultiAir engine is unique only to the FIAT® 500, delivering 101 horsepower at 6500 rpm and 98 lb-ft of torque at 4000 rpm with 6.7L/100 km (42 mpg) city, 5.1L/100 km (55 mpg) hwy.(1) Non-technologically speaking, it’s amazing.
The FIAT® 500 features seven air bags,\(^{(2)}\) daytime running lamps, Electronic Stability Control,\(^{(3)}\) four-wheel disc antilock brakes, child seat anchor system, crumple zones, and tire pressure monitoring system. These are just a handful of the safety and security technologies standard in the 500.

Wrapped in the comfort of safety.
These new headlamps deliver a more focused view of the street at night and are like jewels inset in the front of the FIAT® 500. The curve-around styling helps other drivers see you on winding roads and busy city streets.

**bi-Halogen**
**Air Bags**

The FIAT® 500 comes with a sophisticated system of seven air bags to help protect passengers in the event of a collision. In the front seating positions, this includes advanced, multistage front air bags, front-seat side air bags for added thorax and pelvic protection, and a driver’s knee blocker air bag. In addition, two side-curtain air bags help provide head protection in side impacts for both front and rear passengers.

**BLUE&ME™ Hands-Free Communication**

This available feature enables drivers to make calls, play music and drive without ever taking their hands off the steering wheel. Drivers can use steering wheel-mounted controls, voice commands or a combination of both. Communicating is important, Listening to music is important. Not driving with your knees—much, much more important.
TomTom® Navigation System

The available TomTom® is a hands-free portable driver navigation system that helps keep FIAT® 500 drivers from getting lost, while voice activation commands keep them safe. Working off of satellite technology, the TomTom speaks several languages and knows its way around … quite literally, helping to ensure drivers never lose their way. Safety is not just about watching where you’re going, it’s about knowing where you’re going.

Tire Pressure Monitoring System

The Tire Pressure Monitoring System keeps an eye on tire pressure in each tire and tells you when it is not optimal. You would be surprised how much trouble you can avoid with this simple sensor. And proper tire inflation can help improve fuel economy too.

Reverse-Activated Rear Wiper

Standard on the FIAT® 500, the rear wiper automatically turns on whenever the front windshield wipers are running and the car is shifted into Reverse. This helps enhance visibility when you’re backing up.
Electronic Stability Control

When you drive you should, of course, always pay attention. When you drive a FIAT® 500, the car also pays attention. Electronic Stability Control (ESC) is designed to assist drivers in maintaining control of their vehicles during extreme steering manoeuvres. ESC senses when a vehicle is starting to spin or plow and attempts to correct the vehicle’s course by automatically controlling the throttle and applying the brakes at individual wheels.

Available on the FIAT® 500, standard on the 500c. The sensors use ultrasonic waves to alert you when you’re about to run into trouble, like a curb, or a trash can, or another car.

Rear Park Assist

Available on the FIAT® 500, standard on the 500c. The sensors use ultrasonic waves to alert you when you’re about to run into trouble, like a curb, or a trash can, or another car.
The Pop sets the tone. Making simple, beautiful and purposeful Italian design accessible to everyone. This cultural movement is reshaping North America’s perspective on size, value and expression.
Thanks to careful analysis of the interior space, designers of the FIAT® 500 made an amazingly roomy and capable cabin within its city-friendly size. The 500 car quality and conveniently store mobile devices and travel gear with plenty of built-in storage spaces, including one in the instrument panel map pockets in the door panels and behind the driver and front passenger seats, another below the centre console's shifter bezel, and one below the front passenger seat. The total cargo capacity with the rear seats folded down is spacious—770L (27.2 cu ft). To load your gear more easily, designers even maximized the liftgate width.

The rear seat is designed to be comfortable for two adults and deliver the same high-quality comfort and craftsmanship as the driver and front passenger seats. To keep everything organized, a centre floor console features a cubby for small items and also houses the 12-volt power outlet plus two cup holders to conveniently carry your beverage.

Push the Sport button and the car becomes even more sporty. On the 500 with a manual transmission, the driver will feel the steering tighten and the engine become more responsive when pressing down on the pedal. With the automatic, the driver experiences the same responsive steering with crisp shifting of the transmission.
What do you believe in?
the SPORT

Sport is a true performance story told only the way FIAT® can tell it. And it’s a story that’s defining performance and style through efficient design, fit, and personalization.
The Sport features 16-inch aluminum wheels with Mineral Grey painted pockets and all-season tires. New bodycolor side and a liftgate-mounted roof spoiler add a sporty appearance. The athletic vehicle’s design themes include performance-inspired red-painted brake calipers attached to a sport-tuned suspension, chrome exhaust tip and fog lamps. Inside, Sport features unique sport-styled seating in a Grey/Black interior environment, an available premium audio system with six speakers, leather-wrapped sport steering wheel with audio controls, USB port, and iPod® control capability.
The Lounge is all about style. Intimate and comfortable, the FIAT® 500 Lounge™ delivers all of the touches and details perfectly tailored to those with an authentically sophisticated lifestyle.
The Lounge features a handsome panoramic glass roof that’s perfect for sightseeing in the city. Other features that set the lounge apart include such luxury features as standard premium leather-faced seats, unique 500 embroidered seatback logos, SIRIUS® Satellite Radio, including one-year subscription, subtle chrome detailing on the front and rear fascias, side mirrors and moldings, and optional premium 15-inch aluminum wheels.
The interior is built around its driver. Perfectly proportioned, it’s simple and intuitive. The roomy and comfortable environment elevates the driver’s point of view for maximum control and driving experience.

The Environment
the CABRIO

With three soft-top colours to choose from—Bordeaux, Beige and Nero—and 14 body colours, the FIAT® 500c experience is all about possibilities.
The FIAT® 500c allows the outside in while helping to maintain a quiet interior. And it does so without compromising any of the comfort and beauty that has made FIAT interiors remarkable.
Get tips that could help you use less fuel, save money and reduce your CO₂ emissions. You can even join the international online community of eco:Ville and meet other FIAT owners who are committed to reducing their CO₂ footprint. Set new goals, compete to see who can earn the highest eco:Index efficiency score, and watch how your personal fuel and CO₂ reductions contribute to the eco:Ville total—and the greater good. Visit fiatcanada.com to download the eco:Drive app.
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
The FIAT® 500 is an extraordinary vehicle for delivering self-expression. With 14 paint colours available in metallic, non-metallic, and premium tri-coat pearl finishes, every 2012 FIAT 500 can be distinctive. In addition, the interior is available in two environments (Nero or Avorio) with 11 unique seat colour and ambient interior combinations for an individualized look. A full line of authentic FIAT 500 Accessories by Mopar® will offer customers even more personalization possibilities at their local FIAT Studio, including unique striping packages, exterior and interior styling accessories, and authentic FIAT styled merchandise. In short, there are 500,000 possible combinations. Go to fiatcanada.com to “build your own” custom FIAT 500.
material

PALETTE

Avorio  Rosso

Marrone Scuro  Nero

Marrone Traforato  Nero Traforato

Nero  Marrone Chiaro

Nero • Grigio  Rosso

Grigio  Marrone
wheel

PALETTE
500,000 ways to EXPRESS YOURSELF
ROOF GRAPHICS.
This is a car that was built to season your taste, and each and every graphic adds a dose of spice to your specific order.
All graphics are made of the highest quality 3M™ material.
1. RED CHECKER
2. BLACK CHECKER
3. BLACK BAR CODE
4. RED/WHITE/BLUE
5. RED/WHITE/GREEN
6. BLACK DOUBLE RACING STRIPES
   WHITE DOUBLE RACING STRIPES (Not shown)
7. RED RACING STRIPE
8. BLACK RACING STRIPE
9. RED/WHITE/BLUE
10. RED/WHITE/GREEN

BODYSIDE GRAPHICS.
Think of them as tattoos that can be removed when it’s time to meet the parents for the first time. Bodyside Graphics for
FIAT® are professionally installed and can be removed when you’re ready for a new look.
11. RED CHECKER
12. BLACK CHECKER
13. BLACK CHECKER/RED DOT
14. RED CHECKER/BLACK DOT
15. RED/WHITE/GREEN 500 LOGO
16. RED 500 LOGO
17. BLACK 500 LOGO
18. RED LINE BLACK 500 LOGO
19. BAR CODE

BODYSIDE MOULDING INSERTS.
As a general rule, it’s difficult to get excited about mouldings, but these bodyside combinations are exceptions to the rule.
11. RED CHECKER
12. BLACK CHECKER
13. BLACK CHECKER/RED DOT
14. RED CHECKER/BLACK DOT
15. RED/WHITE/GREEN 500 LOGO
16. RED 500 LOGO
17. BLACK 500 LOGO
18. RED LINE BLACK 500 LOGO
19. BAR CODE
PREMIUM WHEELS.
Each custom wheel is machined to match FIAT® 500’s exact specifications and is designed to deliver a smooth and balanced ride. Each wheel is treated with a durable clear coat finish. Of course, they’re also designed to look good. Real good.

1. 16-INCH GLOSS BLACK 17-SPOKE WHEEL*
2. 16-INCH BLACK PAINTED 5-SPOKE WHEEL† (Shown with White Wheel Pocket Insert.)
3. 16-INCH SILVER PAINTED 5-SPOKE WHEEL† (Shown with Red Wheel Pocket Insert.)

WHEEL POCKET INSERTS.
These Wheel Pocket Inserts are like trick laces on a new pair of just-released kicks. A set of four high-quality inserts mount securely and fit our 16-inch 5-spoke wheels.

4. BLACK
5. CHROME
6. WHITE
7. RED

* Does not accept Wheel Pocket Inserts.
† Late availability.
4 CHROME SHIFT KNOB. Sculpted with attitude, this Chrome Shift Knob amps up the atmosphere inside FIAT 500. Installation is a breeze—all hardware is included; for automatic transmission only.

5 SEAT COVERS. Tailored for a perfect fit, these covers won’t block seat controls while protecting original upholstery from dirt, damage, and late-night burrito disasters. Easily removable for washing and feature the 500 logo.

6 SLUSH MATS. Black custom-fit mats are moulded and feature the 500 logo. Deep grooves help prevent water, snow, and mud from doing a number on your carpet.

1 CARBON FIBRE SHIFT KNOB. Style that fits in the palm of your hand. This modern tech shifter looks good, feels good, and features a leather boot.

2 KATZKIN™ LEATHER INTERIORS. Create an interior that’s all your own with Katzkin leather seats. Packages offer premium leather-faced seats with embroideries, piping, two-tones, suede, and many different colours. Ask your FIAT® Studio for more information.

3 PREMIUM CARPET FLOOR MATS. Tough enough to take a pounding, yet plush enough to rival grandma’s carpet. These Black 680-gram luxury floor mats are custom-fit for the interior and feature the 500 logo. The rubber-nibbed backing keeps the mats firmly in place.

Style Starts Here

Thanks to easily changeable FIAT® key covers, you can take a piece of 500’s unmistakable style with you wherever you go. It’s all part of a design philosophy that refuses to allow anything to be mundane. Key covers come in sets of two and are available in the following designs and colours:

- Blue solid/Black with graphic
- Red solid/Red with graphic
- White with 500 logo/Checker

Style that fits in the palm of your hand. This modern tech shifter looks good, feels good, and features a leather boot.
500 specs
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<th>500</th>
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<tr>
<td><strong>POWERTRAIN</strong></td>
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<tr>
<td>Engine</td>
<td>1.8L 16V Multiair</td>
<td>1.8L 16V Multiair</td>
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<td>Drive system</td>
<td>Front-wheel Drive (FWD)</td>
<td>Front-wheel Drive (FWD)</td>
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<td>Transmission</td>
<td>Five-speed manual transmission</td>
<td>Six-speed automatic transmission with AutoStick®</td>
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<td>(includes leather-wrapped shift knob on Lounge)</td>
<td>(includes leather-wrapped shift knob on Lounge)</td>
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<td>Battery</td>
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<td>Steering</td>
<td>Electric Power Steering (EPS)</td>
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<td>Engine block heater</td>
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<td>Tires</td>
<td>195/45R16XL BSW All-Season</td>
<td>195/45R16XL BSW All-Season</td>
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<td><strong>INTERIOR &amp; EXTERIOR</strong></td>
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<td>Headliner</td>
<td>Front overhead map lights, sun visors with vanity mirrors, rear coat hooks</td>
<td>Front overhead map lights, sun visors with vanity mirrors, rear coat hooks</td>
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Since the time of printing, some of the information you’ll find in this catalogue may have been updated. Ask your FIAT Studio for details. Some of the equipment shown or described throughout this catalogue is available at extra cost. Specifications, descriptions, illustrative materials and all competitive comparisons contained herein are as accurate as known at the time this publication was approved for printing. Chrysler Canada Inc. reserves the right to make changes at any time without notice and without incurring obligation. All options are required in combination with other options. For the price of the model with the equipment you desire, or verification of specifications contained herein, see your FIAT Studio. ©2011 Chrysler Group LLC. FIAT and MultiAir are registered trademarks of Fiat Group Marketing & Corporate Communications S.p.A., used under licence by Chrysler Group LLC. BLUE&ME, eco:Drive, and Lounge are trademarks of Fiat Group Marketing & Corporate Communications S.p.A., used under licence by Chrysler Group LLC. Mopar and Sentry Key are registered trademarks of Chrysler Group LLC. iPod® is a registered trademark of Apple Inc. BOSE and BOSE® logo are registered trademarks of Bose Corporation or its affiliated companies. SIRIUS, XM and related marks and logos are trademarks of SIRIUS XM Radio Inc. TomTom is a registered trademark of TomTom International B.V. 3M and the 3M logo are trademarks or registered trademarks of 3M, used under licence in Canada. Bluetooth® is a registered trademark of Bluetooth SIG, Inc.


(2) The advanced front air bags in this vehicle are certified to the U.S. federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. (3) No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice, and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (4) Always use BLUE&ME™ in a safe manner, with eyes on the road and hands on the wheel at all times. (5) Consult local ordinances on affixing TomTom navigation in appropriate location. (6) Always check entire surroundings before backing up. (7) Requires SIRIUS Radio Subscriptions governed by SIRIUS Terms and Conditions available at siriuscanada.ca (8) Requires BLUE&ME Hands-Free Communication. (9) Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint. (10) 2012 FIAT® vehicles are backed by a 5-year or 100,000-kilometre (whichever comes first) fully transferable Powertrain Limited Warranty with $0 deductible plus 24-hour roadside assistance (Some conditions may apply. The 5/100 Warranty does not apply to vehicles sold for certain commercial uses. See your studio for details). Basic Warranty coverage is for 3 years or 60,000 kilometres (whichever comes first). Rust-through coverage on all body sheet metal is for 3 years.