The FIAT 500 is here.

We all 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 original 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
What was, still is.
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, beautiful and as iconic as the original. And it’s poised to be the next global automotive icon from Italy.
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 your 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.
Technologically speaking.

The 1.4L 16V MultiAir® engine has electrohydraulic system valves for more dynamic and direct control of air and combustion. This maximizes 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 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. Non-technologically speaking, it’s amazing.

*Your fuel consumption may vary.
bi-Halogen

These new headlamps deliver a safer and more focused view of the street at night and are like jewels inset in the front of the FIAT® 500. The “curve around” styling allows other drivers to see your car from any angle.
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.
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 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 interior is built around its driver. Perfectly proportioned, it's simple and intuitive. The roomy and comfortable environment elevates your point of view for maximum control and driving experience.
The FIAT® 500 Cabrio provides an unprecedented and innovative three-position design, with a power-operated cloth top that can operate while driving at speeds of up to 96 km/h. With three soft-top colours to choose from — Bordeaux, Beige and Nero — and 14 body colours, the Cabrio experience is all about possibilities.
The FIAT® 500 Cabrio allows the outside in while helping to maintain a quiet interior. And it does so without compromising any of the comfort and beauty that have made FIAT interiors remarkable.
**POP**

**Standard Equipment**
- Manual Transmission – 5-Speed
- Power Windows, Locks, Mirrors
- AM/FM/CD
- 6 Speakers
- 15-inch Wheels with Cover
- Electronic Vehicle Information Centre
- 7 Air Bags
- Electronic Stability Control
- Projector Headlamps
- Engine Block Heater

**Optional Equipment**
- Air Conditioning
- BLUE&METM Hands-Free Communication with iPod,® USB & MP3 Interface
- Leather-Wrapped Steering Wheel
- Cruise Control
- Unique Front and Rear Fascia
- Rear Spoiler
- 16-inch Sport Aluminum Alloy Wheels
- Sport Suspension
- Sport Seats
- Red Brake Calipers
- Fog Lamps

**SPORT**

**Standard Equipment (vs. Pop)**
- Air Conditioning
- BLUE&METM Hands-Free Communication with iPod,® USB & MP3 Interface
- Leather-Wrapped Steering Wheel
- Cruise Control
- Unique Front and Rear Fascia
- Rear Spoiler
- 16-inch Sport Aluminum Alloy Wheels
- Sport Suspension
- Sport Seats
- Red Brake Calipers
- Fog Lamps

**Optional Equipment**
- Bose Premium Audio System
- Heated Front Seats
- Security Alarm System
- SIRIUS® Satellite Radio
- Automatic Transmission – 6-Speed
- TomTom® Navigation
- Power Sunroof

**LOUNGE**

**Standard Equipment (vs. Pop)**
- Leather-Faced Seating
- Air Conditioning
- Automatic Temperature Control
- BLUE&METM Hands-Free Communication with iPod,® USB & MP3 Interface
- Bright Exterior Accents
- Leather-Wrapped Steering Wheel
- Panoramic Glass Roof
- 15-inch Aluminum Alloy Wheels
- Security Alarm System
- SIRIUS® Satellite Radio
- Fog Lamps
- Bose® Premium Audio System
- Cruise Control

**Optional Equipment**
- Automatic Transmission – 6-Speed
- Premium 15-inch Cast Aluminum Wheels
- Heated Front Seats
- TomTom® Navigation
- Power Sunroof
- Rear Park Assist
**POP**

**Standard Equipment**
- Manual Transmission – 5-Speed
- Power Retractable Soft Top
- Power Windows, Locks, Mirrors
- AM/FM/CD/MP3
- 6 Speakers
- Electronic Vehicle Information Centre
- 7 Air Bags
- Rear Park Assist
- Electronic Stability Control
- Projector Headlamps
- 15-inch Wheels with Covers
- Engine Block Heater

**Optional Equipment**
- Air Conditioning
- BLU&ME™ Hands-Free Communication with iPod®, USB & MP3 Interface including Leather-Wrapped Steering Wheel
- TomTom® Navigation
- Bose® Premium Audio System
- Leather-Faced Seating
- Cruise Control
- Bright Exterior Accents
- Bodyside Moulding
- 15-inch Aluminum Alloy Wheels
- Fog Lamps
- Security Alarm System
- SIRIUS Satellite Radio
- Automatic Transmission – 6-Speed

**LOUNGE**

**Standard Equipment (vs. Pop)**
- Leather-Faced Seating
- Air Conditioning
- Automatic Temperature Control
- BLU&ME Hands-Free Communication with iPod, USB & MP3 Interface
- Bose Premium Audio System
- Leather-Wrapped Steering Wheel
- Cruise Control
- Bright Exterior Accents
- Bodyside Moulding
- 15-inch Aluminum Alloy Wheels
- Fog Lamps
- Security Alarm System
- SIRIUS Satellite Radio

**Optional Equipment**
- Automatic Transmission – 6-Speed
- Premium 15-inch Cast Aluminum Wheels
- Heated Front Seats
- TomTom Navigation
- Leather-Faced Seating
- Air Conditioning
- Automatic Temperature Control
- BLU&ME Hands-Free Communication with iPod, USB & MP3 Interface
- Bose® Premium Audio System
- Leather-Wrapped Steering Wheel
- Cruise Control
- Bright Exterior Accents
- Bodyside Moulding
- 15-inch Aluminum Alloy Wheels
- Fog Lamps
- Security Alarm System
- SIRIUS Satellite Radio
- Automatic Transmission – 6-Speed
14 Unique Colours

- Verde
- Oliva
- Argento
- Rosso
- Bianco
- Chiaro
- Rossa Brillante
- Grigio
- Rame
- Giallo
- BIANCO
- Azzurro
- Mocha Latte
- Verde Oliva
- Rosso
- Espresso
- Argento
- Nero
- Bianco Perla
Life is best when driven by 500 new best friends you've met along the way.
Life is best when driven by 500.

500 new things you’ve seen along the way:
Life is best when driven by 500.

500 things to believe in:
Life is best when driven by 500.

500 best places to recite your poetry (where no one will hear you):
Notes

500 moments to remember:

Life is best when driven by 500.
Drive an open road, find a new place and write a song about it.