



# 2013 FIAT® 500 CABRIO



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# 2013 FIAT® 500 CABRIO

*Customization Story*



## 2013 FIAT® 500 Cabrio Customization

### MORE THAN 500,000 WAYS TO STYLIZE AND PERSONALIZE THE FIAT 500c

FIAT 500 Cabrio answers the call for the individual who likes to stand out from the crowd by offering more than half a million ways to personalize the FIAT 500c.

With 15 paint colours available in metallic, nonmetallic and premium tri-coat pearl finishes, and three available cloth top colours, every 2013 FIAT 500c will be distinct.

In addition, the interior is available in two interior environments, Nero (Black) or Avorio (Ivory), with 9 unique seat colour and material combinations for an individualized look.

A full line of authentic FIAT 500c accessories offers customers even more personalization possibilities at their local FIAT Studio, including unique striping packages, exterior and interior styling accessories and authentic FIAT-styled merchandise.

### COMMUNICATE THE CUSTOMIZATION STORY TO CUSTOMERS

Be sure customers know just how many ways they can put their own personal stamp on FIAT 500c. The sooner customers start playing around with all the customization choices, the sooner they'll get caught up in all the expressive possibilities that come with the FIAT 500c Pop and Lounge models.

And if they don't know already, remind customers that they can configure their own FIAT 500c online at [www.fiatcanada.com](http://www.fiatcanada.com).

#### *When it comes to personalization, we've got your number*

- 3 cloth top colours
- 15 exterior paint colours
- 2 interior environments with 9 unique seat colour and material combinations
- 4 wheel styles
- Numerous styling packages and accessories



# 2013 FIAT® 500 CABRIO

*Reasons to Buy*



The 2013 FIAT® 500 Cabrio is here! Available in two models, FIAT 500c opens up new horizons for FIAT customers with its innovative sliding soft top. The power sliding top is just the icing on the cake for the FIAT 500c Pop and Lounge models.

The FIAT 500c shares the same exterior dimensions and proportions as FIAT 500 models and, thanks to careful design and engineering, nearly the same interior cabin space and cargo volume.

Another trait FIAT 500c shares with its 500 sibling — smooth ride and handling characteristics. The FIAT 500c's innovative sliding top moves back and forth along channels along the roof edges — a design that allows the C-pillars, fixed rear windows and top rails above the doors to remain in place to create a stable, arch-like structure on each side of the vehicle. The FIAT 500c's windshield extends deeper toward the back than the Coupe's, tying the two side arches together for even more structural strength. The result? FIAT 500c retains much of the torsional rigidity of the FIAT 500, providing a firm foundation for suspension and steering components.

Loaded with Italian style, the FIAT 500c Pop and Lounge models provide you with the perfect blend of emotional design, rational appeal, and a high level of standard features and personalization options.

## Why Buys

- Iconic Italian design with European engineering
- 1.4L MultiAir® engine with state-of-the-art MultiAir fuel-saving and emissions-reducing technology, awarded "Best of What's New 2010" from *Popular Science*
- Estimated 6.7 L/100km (42 mpg) city and 5.2 L/100km (54 mpg) highway (MTX)
- Power sliding soft top can be operated while driving
  - Front section of top (between head and spoiler) can be operated at speeds up to 96 km/h
  - Rear section of top (between spoiler and decklid) can be operated at speeds up to 80 km/h
- Standard safety features including:
  - Electronic Stability Control
  - Antilock brakes with Traction Control
  - Brake Assist
  - Seven standard air bags
    - Driver and front passenger advanced multistage air bags
    - Driver's knee blocker air bag
    - Side-curtain air bags
    - Front-seat side air bags
- High level of standard features
  - AM/FM/CD/MP3 radio with auxiliary audio input
  - Rear Park Assist System
  - Electronic Vehicle Information Centre (EVIC)
  - Power windows, locks and mirrors

### ASSEMBLY LOCATION

- Toluca, Mexico

### MARKET EXCLUSIVES

- FIAT 500 1.4L MultiAir engine was named "Best of What's New 2010" from *Popular Science*





# 2013 FIAT® 500 CABRIO

## Model Breakdown



## 2013 FIAT® 500c Model Breakdown

### EACH MODEL PLAYS ITS OWN ROLE

The 2013 FIAT 500 Cabrio is offered in two well-appointed models — the FIAT 500c Pop and Lounge. Each beautifully embodies the FIAT 500 spirit that attracts customers to the brand — the pursuit of a spirited, dynamic and socially responsible driving experience. And, in one of these two models, they'll find the driving excitement they crave and the open-air sensations that make a good thing even better.

### FIAT 500 CABRIO POP

FIAT 500c Pop is designed to appeal to those looking for the ultimate in efficiency, safety and value — a vehicle that delivers dependable transportation yet still exhibits unique and distinctive style.

The FIAT 500c 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's power sliding soft top opens up whole new horizons of driving enjoyment. 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 CABRIO POP

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

### POP OPTIONS

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



# 2013 FIAT® 500 CABRIO

## Model Breakdown



## 2013 FIAT® 500c Model Breakdown

### FIAT 500 CABRIO LOUNGE

The FIAT 500 Cabrio Lounge is specifically designed for those seeking a well-appointed vehicle with added levels of technology and refinement. Like the Cabrio Pop, 500c Lounge offers an innovative sliding soft top that opens wide to let in the sun, sky and balmy breezes, yet closes tightly for a quiet and comfortable ride when the weather is less inviting.

500c Lounge also maintains the standard features of the 500c Pop model, as well as leather-faced seats, leather-wrapped steering wheel and automatic temperature control.

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

Body-colour fascia with bright exterior accents	Automatic temperature control
Unique 15-inch Aluminum, seven split-spoke design, Tech Silver	Security alarm
Fog lamps	SiriusXM™ Satellite Radio with one-year subscription included
Chrome shift knob	FIAT Premium Audio System
Chrome power heated mirrors	Blue&Me™ Hands-Free Communication
Bodyside moulding with '500' logo	Leather-wrapped steering wheel with mounted audio and cruise control
Leather-faced seats	Auto-dimming rearview mirror

### CABRIO LOUNGE OPTIONS

Premium 15-inch Aluminum wheels	Heated front seats
Compact spare	Windscreen
TomTom® Navigation w/Blue&Me Hands-Free Communication	6-speed automatic transmission (includes leather-wrapped shift knob)
Beats by Dr. Dre® Sound System	



# 2013 FIAT® 500 CABRIO

## Powertrain



## 2013 FIAT® 500 Cabrio Powertrain

### WHAT MOVES YOU?

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

**Start with 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 Cabrio an estimated 10% more power using an estimated 7.5% less fuel compared to similar competitive engines.

**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 transmission. 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 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 500c 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 the automatic 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	6.7 (42)	5.2 (54)
1.4L I-4 MultiAir	6-speed Automatic	101/98 lb-ft	7.4 (38)	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 Cabrio Dimensions and Specifications

### SUMMARY

Vehicle Name: FIAT 500 Cabrio  
Body Style: A-Segment convertible

### VEHICLE

Segment: A/B Subcompact

### WEIGHT INFORMATION

Base Curb Weight kg (lbs): 1094 (2411) – manual  
Base Curb Weight kg (lbs): 1130 (2486) – automatic

### FUEL ECONOMY

Manual Transmission L/100km (mpg): 6.7 (42) city/5.2 (54) highway  
Automatic Transmission L/100km (mpg): 7.4 (38) city/5.7 (50) highway

### ENGINE

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

### TRANSMISSIONS

Drivetrain: Front-Wheel Drive  
5-Speed manual transmission  
6-Speed automatic transmission with Auto/Stick™ (available)

### ELECTRICAL

Maximum Alternator Capacity (amps): 105

### COOLING SYSTEM

Total Cooling System Capacity: 14.4L (4.6 qts)

### SUSPENSIONS

Normal duty

### TIRES

15-inch All-Season, 185/55 R15



## 2013 FIAT® 500 Cabrio Dimensions and Specifications

### WHEELS

- 15-inch wheels with covers (standard on Pop)
- 15-inch Aluminum, five oval-spoke design, Tech Silver (available on Pop)
- 15-inch Aluminum, seven split-spoke design, Tech Silver (standard on Lounge)
- 15-inch Aluminum, radial design, premium Silver (available on Lounge)

### 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: 980 mm (38.6 inch)
- Front Legroom: 1034 mm (40.7 inch)
- Front Shoulder room: 1254 mm (49.4 inch)
- Rear Headroom: 934 mm (36.8 inch)
- Rear Legroom: 805 mm (31.7 inch)
- Rear Shoulder room: 1177 mm (46.4 inch)

### EXTERIOR DIMENSIONS

- Wheelbase: 2300 mm (90.6 inch)
- Length, overall: 3546 mm (139.6 inch)
- Width, max (w/out mirrors): 1627 mm (64.1 inch)
- Height, overall: 1519 mm (59.8 inch)
- Track width front: 1406 mm (55.4 inch)
- Track width rear: 1397 mm (55 inch)

### CARGO AREA DIMENSIONS

- Cargo Volume with rear seat up: 153L (5.4 cu ft)
- Cargo Volume with rear seat down: 663L (23.4 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 trunk/power sliding top
- Cargo area features including 50/50 split-folding rear seat
- Rear defroster
- Child seat anchor system (LATCH)
- Automatic locking Retractor mode (rear seatbelt)

#### PASSENGER SIDE

- Jacking location (exterior)
- Automatic locking retractors & seatbelt pretensioners
- Passenger seat cushion storage
- Recommended fuel

#### FRONT

- Opening the hood
- Safety checks outside the vehicle (tires, lamps, etc.)
- Headlights/fog lights/Follow Me Home function

#### DRIVER SIDE

- Remote Keyless Entry
- Alarm system
- Multifunction lever (lights and turn signals)
- Variable intermittent wipers
- Power/folding/heated exterior mirrors
- Power windows/door locks
- Automatic temperature controls
- Steering wheel controls
- Cruise control
- Rear Park Assist
- Tilt-wheel steering
- Seat operation and adjustments
- Heated seats
- Instrument panel operation
- Tire pressure monitoring system
- Four-wheel disc Antilock Brake System

- Brake/Transmission Interlock System
- Manual/Automatic Transmission
- Sport Mode
- Brake Assist
- Traction Control
- Hill Start Assist
- Electronic Stability Control
- Fuse panel
- Hood release
- 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 bags
- Seatbelt pretensioners
- Power sliding top
- Centre console
- Glove box
- Map/reading lights
- Electronic Vehicle Information Centre (EVIC)
- SiriusXM™ Satellite Radio
- FIAT Premium Audio System
- Pairing a phone & digital music player with Blue&Me™ Hands-Free Communication
- Pairing TomTom® Navigation with Blue&Me™ Hands-Free Communication
- 12V power outlet
- Tire repair kit/compact spare

Vehicle is equipped as agreed upon

#### 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 (refer to Owner's Information DVD for details) (Exterior, Interior, Wheels, Headlights)
- 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