



# FIAT 500t PRODUCT BRIEF



**CHRYSLER ACADEMY**

LEARN • PERFORM • SUCCEED

# TABLE OF CONTENTS

Overview.....	1
Target Market.....	2
Tuner-in-a-box Fun.....	3
Exterior Design.....	5
Interior Design.....	6
Performance DNA.....	7
Content Walk.....	8
Safety/Security.....	11
Interior.....	12
Value.....	13
Performance.....	14
Appearance.....	15

# GET AMP'D WITH NEW FIAT 500 TURBO!



For the driving enthusiast who wants a FIAT 500 Sport with more power and performance, the new 2013 FIAT 500t answers the call:

## **TURBOCHARGED!**

1.4-litre 16v MultiAir turbocharged engine and twin intercoolers produces 135 hp and 150 lb-ft of torque – a 34% increase in power and 53% increase in torque compared to the naturally aspirated 1.4-litre MultiAir engine.

## **TRACK-PROVEN!**

C510 5-speed manual transmission paired with a 3.35 final-drive gear ratio delivers quick acceleration, faster top speed and up to 5.7L/100 km (50mpg) highway.

## **SPORT-TUNED!**

Sport-tuned suspension and track-proven high-performance brakes combine with beefed-up half-shafts and larger constant velocity (CV) joints to mitigate torque steer and provide greater torsional strength, durability and handling.

## **PERFORMANCE-DESIGNED!**

Aggressive performance-designed fascias and sill claddings, blackened headlight/taillight/turn signal surrounds, and 16-inch aluminum wheels with gloss black pockets define its dynamic, athletic exterior styling and complement its unique sport-styled interior.

# TARGET MARKET

## TWO UNIQUE CUSTOMERS

The new FIAT 500t will appeal to two unique customer groups. The first customer group already likes the FIAT 500 style and value, but wants more performance. The second customer group is comprised of performance enthusiasts who are looking for the ultimate hot-hatch blank canvas to “tune” and personalize themselves.

For both, the new 2013 FIAT 500t delivers:

- Track-ready performance
- A platform to express individual style and personalized level of performance



FIAT 500t is for consumers who love the style and value of the 500 Sport but demand more power and performance.

# “TUNER-IN-A-BOX FUN”

## FACTORY-BUILT AND TUNER-READY

Though the segment is comprised of some pretty fierce competitors, none offer a factory-ready, tuner-ready package or turbo model such as the 500t. Equipped just right and with a host of factory-backed options and Mopar® Parts and Accessories to facilitate even more personalization possibilities, the 500t provides a worthy foundation to challenge any of them – and win.

## TOP PURCHASE REASONS IN THIS SEGMENT

- Turbo engine
- Power and performance
- Fun to drive
- Handling and maneuverability
- Styling
- Value



**FIAT 500t (\$19,745 MSRP\* and 135 hp)**

\* MSRP excludes destination, taxes, title and registration fees



**Mini Cooper Hardtop  
(\$25,950 MSRP\* and 121 hp)**



**Hyundai Veloster  
(\$19,499 MSRP\* and 138 hp)**



**VW Beetle 2.5L  
(\$22,175 MSRP\* and 170 hp)**



**Chevrolet Sonic LT Manual Turbo  
(\$17,815 MSRP\* and 138 hp)**



**Ford Fiesta S Hatchback  
(\$13,999 MSRP\* and 120 hp)**

\* Based on currently available 2013 model year pricing from manufacturer websites, not including destination.

# TUNE IT UP!

## PERSONALIZATION POSSIBILITIES WITH MOPAR<sup>®</sup> PARTS AND ACCESSORIES

A full line of authentic FIAT 500 parts, accessories and merchandise by Mopar<sup>®</sup> are available, enabling customers even more personalization possibilities through their local FIAT Studio.

### THE “TUNER” AFTERMARKET

Did you know that there is a huge demand for parts and accessories to facilitate vehicle personalization, especially in the hot hatchback market where the 500t competes? Get your fair share of this lucrative market by promoting and showcasing authentic FIAT parts, accessories and merchandise by Mopar.



Help your customer  
“tune up” their 500t  
with authentic FIAT  
parts and accessories  
by Mopar!



# FIAT 500t EXTERIOR DESIGN

## “THE SCOOP”

For a more aggressive appearance, the new 2013 FIAT 500t features a pronounced front fascia, pushed 2.7-inches forward of the Cinquecento’s signature “whiskers and logo” face, to accommodate the new 1.4-litre I6v MultiAir turbocharged engine. Below, larger openings provide greater engine cooling, while twin “nostrils” are precisely positioned on both sides of the front fascia to maximize airflow in and out of the two intercoolers (both intercoolers are visible through the nostril inlets). Finishing off the front are new gloss black headlamps and parking lamp bezels for a more menacing look.

The 500t features bolder side skirts to create a more vertical bodyside profile that enhances its iconic Cinquecento shape, and unique 16-inch aluminum wheels with gloss black painted pockets.

At the rear, a liftgate-mounted spoiler extends the roofline of the 500t and improves the hatchback’s aerodynamic behaviour. For a discrete look, new taillamps with gloss black bezels replace chromed units. Below, the two-piece rear fascia accentuates the road-holding stance of the 500t with a black-accentuated rear diffuser designed to optimize airflow, while a new sport-tuned single outlet exhaust provides an enthusiast-desired sound.



- Performance-designed front fascia with twin intercooler nostrils
- FIAT badge with new carrier
- New gloss black headlamp/turn-signal bezels
- Sport-styled aluminum side sills
- 16-inch aluminum wheels with gloss black pockets



- Aerodynamic rear liftgate spoiler
- Performance-designed rear fascia
- New performance-designed lower fascia with black-accentuated air diffuser
- New gloss black taillamp bezels
- New sport-tuned single outlet exhaust

# FIAT 500t INTERIOR DESIGN

## “THE SCOOP”

Inside, the 500t features sport-styled Grigio/Nero (grey/black) seating and interior environment, including sport-styled, leather-wrapped shift knob and steering wheel accented with silver accent stitching. For an even more upscale look, leather seating in Nero (black) or vivid Rosso/Nero (red/black) is available.



- Sport-styled, leather-wrapped steering wheel with silver accent stitching
- Leather-wrapped shift knob with silver accent stitching
- Sport-styled seating with silver accent stitching
- Available heated leather seating



# FIAT 500t PERFORMANCE DNA

## “THE SCOOP”

Developed for high-output applications, the 500t 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, while achieving up to 5.7L/100 km (50 mpg) highway. In addition, the beefed-up powertrain features an intermediate shaft with equal-length and 23-percent larger half shafts to mitigate torque steer. To handle the increased power and torque of the new 1.4-litre I6v MultiAir turbocharged engine, larger constant velocity (CV) joints with 53-percent greater torsional strength deliver added durability and refinement.

The 500t is equipped with a high-performance brake system with semi-metallic brake linings, larger 11.1-inch ventilated front rotors (up from 10.1-inch) and brake calipers lacquered in Rosso (red) paint. To make sure the 500t can handle the more powerful turbo engine, it is fitted with a unique lower control arm, as well as the 500 Sport model's sport-tuned spring rates, shock tuning and steering calibration.



- New 1.4-litre I6v MultiAir turbocharged engine with twin intercoolers produces 135 hp/150 lb-ft of torque
- C510 5-speed manual with 3.35 final-drive gear ratio
- Sport-tuned suspension with unique lower control arms and steering calibration
- Track-proven performance brakes with semi-metallic brake linings, larger 11.1-inch ventilated front rotors and red calipers
- Equal length half shafts, 23% larger and strengthened constant velocity (CV) joints

# CONTENT WALK – 500 SPORT TO 500t

SELECT STANDARD EQUIPMENT	FIAT 500 SPORT	FIAT 500t (CHANGES VS. SPORT)
<b>Engine/Transmission</b>	1.4L naturally aspirated engine with C514 manual transmission	1.4L 16v MultiAir turbocharged engine with C510 manual transmission
<b>Horsepower/Torque (lb-ft)</b>	101/98	135/150
<b>Wheels/Tires</b>	16-inch alloy wheels with mineral grey painted pockets and four-season tires	16-inch aluminum wheels with gloss black painted pockets and four-season tires
<b>Brakes</b>	4-wheel disc brakes	Larger front rotors and calipers with front/rear performance brake pads
<b>Engine/Air cleaner cover</b>	Unique with FIAT badging	Unique with FIAT MultiAir Turbo badging
<b>Exhaust system</b>	Single outlet with chrome tip	Sport-tuned single outlet with chrome tip
<b>Audio system</b>	Premium	Premium is optional
<b>Steering wheel</b>	Sport- Styled leather-wrapped	Sport-styled leather-wrapped with silver accent stitching
<b>Seats</b>	Cloth bucket seats	Sport-styled cloth bucket seats with silver accent stitching
<b>Shift knob</b>	Chrome	Performance-styled, leather-wrapped with silver accent stitching
<b>Front/Rear fascias</b>	Body-coloured, sport-designed with honeycomb grilles	Performance-designed with new lower rear valance with badging in unique carrier
<b>Sill cladding</b>	Sport-styled	Abarth-designed
<b>Headlamps/Turn signal/Taillamp bezels</b>	Bright metalized	Gloss black

# CONTENT WALK – 500t TO 500 ABARTH

SELECT STANDARD EQUIPMENT	FIAT 500t	FIAT 500 ABARTH (CHANGES VS. 500t)
<b>Engine/Transmission</b>	1.4L 16v MultiAir turbocharged engine with C510 manual transmission	Same engine (with added Turbo Boost Gauge)
<b>Horsepower/Torque (lb-ft)</b>	135/150	160/170
<b>Wheels/Tires</b>	16-inch aluminum wheels with gloss black painted pockets and four-season tires	Unique 16-inch aluminum wheels with dark mineral grey painted pockets and four-season tires
<b>Brakes</b>	Larger front rotors and calipers with front/rear performance brake pads	Same (with added aluminum accelerator, brake, clutch and dead pedals)
<b>Suspension</b>	Sport-tuned	Performance-tuned
<b>Engine/Air cleaner cover</b>	Unique with FIAT MultiAir Turbo badging	Unique with Scorpion badging
<b>Exhaust system</b>	Sport-tuned single outlet with chrome tip	Dual exhaust tips
<b>Audio system</b>	Premium is optional	Premium
<b>Steering wheel</b>	Sport-styled leather-wrapped with silver accent stitching	Performance leather-wrapped with red accent stitching and flat bottom
<b>Seats</b>	Sport-styled bucket seats with silver accent stitching	Performance high-back seats with high grip cloth inserts, race harness pass-through and red accent stitching
<b>Shift knob</b>	Performance-styled, leather-wrapped with silver accent stitching	Performance-styled, leather-wrapped with red accent stitching

# CONTENT WALK – 500t TO 500 ABARTH

Continued

SELECT STANDARD EQUIPMENT	FIAT 500t	FIAT 500 ABARTH (CHANGES VS. 500t)
<b>Cluster brow/Park brake handle</b>	Sport	Leather-wrapped with red accent stitching
<b>Front/Rear fascias</b>	Performance-designed with unique lower rear valance and badging in a unique carrier	Abarth performance-designed with unique lower rear valance and badging in a unique carrier
<b>Side cladding</b>	Abarth-designed	Abarth-designed
<b>Rear spoiler</b>	Sport-style	Larger Abarth-designed

# SAFETY/SECURITY

Passionate self-expression  
can be fun – and safe!



**Fog lamps**

**Daytime running lamps**

**Electronic Stability Control (ESC)**

**Electronic brake assist  
(included with ESC)**

**All-speed traction control  
(included with ESC)**

**Tire pressure monitoring display**

**Tire service kit**

**Performance-tuned four-wheel disc  
antilock brake system**

**Seven standard air bags**

**Reactive front head restraints**

**Intermittent speed-sensitive wipers**

**Keyless entry with engine immobilizer**

# INTERIOR

Modern simple design  
blending form,  
function and genuine  
pride of ownership.



**Unique two-tone sport cloth/vinyl seats with Argento (silver) accent stitching**

**Driver's seat EZ-entry with memory**

**Digital instrument panel display with EVIC**

**BLUE&ME™ Hands-Free Communication**

- **Uses Bluetooth® connectivity for communication and entertainment**
- **Voice commands or integrated steering wheel controls**

**Leather-wrapped sport steering wheel with Argento (silver) accent stitching and integrated controls**

**Tilt steering column**

**Leather-wrapped sport shift knob with Argento (silver) accent stitching**

**12-volt power outlet**

**Storage features**

**Cargo capacity**

- **9.5 cu ft with rear seats up**
- **Over 30 cu ft with rear seats folded**

**Power-heated, folding exterior mirrors**

# VALUE

## Available SiriusXM Satellite Radio

- Over 130 digital-quality channels, including 69 channels of 100% commercial-free music, plus exclusive channels of sports, news talk, entertainment and weather
- Includes first year free service

## Available TomTom® Navigation

- 4.3-inch portable, handheld navigation unit with large touch-screen display
- Uses Bluetooth connectivity for navigation, communications and entertainment
- Fits on space-designed location on the dashboard
- Integrates with steering wheel controls

## Standard AM/FM/CD/MP3 Radio

### Available Comfort/Convenience Group

- Automatic temperature control
- Heated front seats
- SiriusXM Satellite Radio with one year of service
- Security alarm

### Available Beats® Premium Audio System

- 368-watt, 8-channel amplifier
- 6 speakers plus 8-inch Beats subwoofer
- SiriusXM Satellite Radio (with one year free subscription)
- Speed-sensitive volume control
- Security alarm



One of the most affordable turbocharged vehicles in Canada.

# PERFORMANCE

Surprising performance  
for a daily driver!



## **1.4L 16v MultiAir turbocharged engine**

- **135 horsepower**
- **150 pound-feet of torque**
- **34% more horsepower and 53% more torque than normally aspirated 1.4L MultiAir engine**
- **Single turbo charger with twin intercoolers**
- **7.1L/100 km (40 mpg) city / 5.7L/100 km (50 mpg) highway**

## **Performance 5-speed manual transmission**

- **Equal-length half shafts**
- **Heavy-duty CV joints**
- **3.35 final-drive ratio**
- **Sport-mode button**

## **Performance disc brakes**

- **Standard four-wheel antilock**
- **Larger 11.1-inch rotors**
- **Larger performance calipers lacquered in Rosso (red) paint**
- **Larger semi-metallic performance brake pads**

## **Performance-tuned suspension**

- **MacPherson strut front/torsion beam rear axle**
- **Unique lower control arms**
- **Sport tuning and calibration for springs, shocks and steering**
- **Front and rear sway bars**

## **Hill Start Assist**

## **10.5-gallon fuel tank**



# APPEARANCE

## Exterior design treatments

- Modern remix of the original
- Classic circular headlights
- Unique body-colour rear spoiler

## Unique 500t exterior features

- Performance-designed front and rear fascias
- FIAT badge in unique carrier
- Unique lower rear valence
- Sport-styled side cladding
- Modified sport single outlet exhaust with unique bright tip
- Gloss black headlamp and taillamp surrounds/bezels

Unique 16-inch aluminum wheels with gloss black painted pockets and all-season performance tires

## Available power sunroof

- Partially vent or fully open
- Increased density sunshade

Unique two-tone seating with Argento (silver) accent stitching

## Thousands of customization combinations

- Performance DNA
- Perfect for personalization and tuning by performance enthusiasts
- Authentic FIAT performance parts, accessories and merchandise by Mopar<sup>®</sup>

## Ergonomically designed interior

- Firm, comfortable, supportive seats
- Sophisticated, yet practical, user-friendly controls

Choice of 7 exterior colours determines colour-coordinated dash (same as exterior)

Chrome power door lock door handles and body-colour exterior mirrors



A modern remix of the original keeps the character of the iconic 500 intact.