

FIAT 124

What you don't see is a lot more important than what you do see.



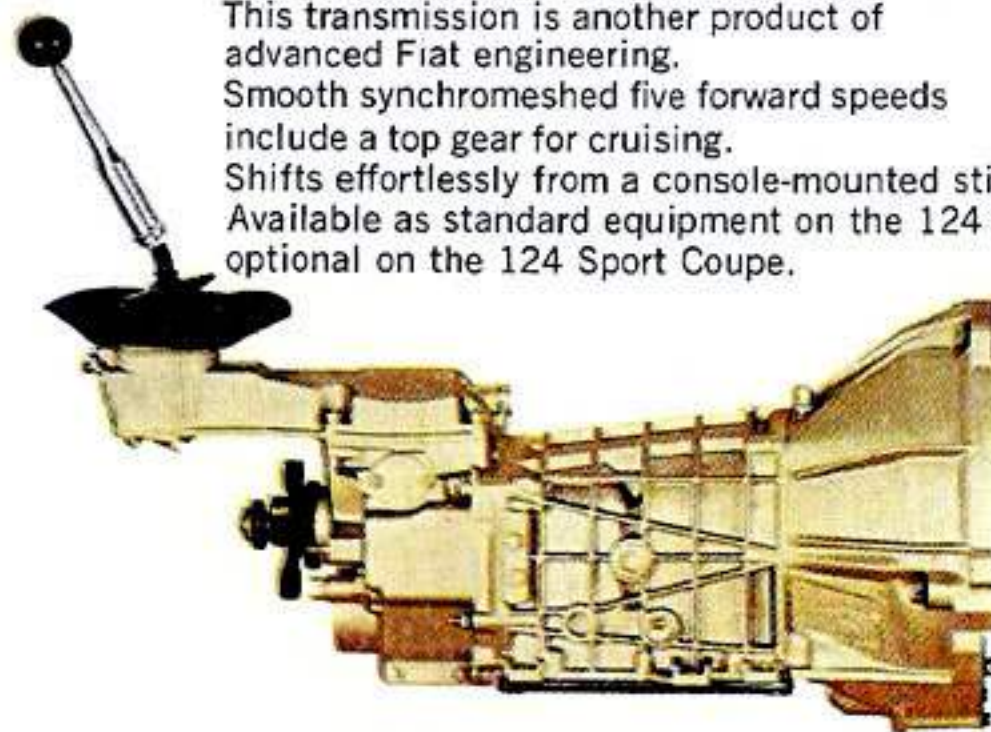
FIAT

Most probably, you were attracted to our 124s by their good looks. But a car, even at our low prices, is still an expensive purchase. The things that fill your eyes are not nearly enough. That's why we've devoted the next few pages to filling your mind with pertinent facts about our company, our service, the way the 124s are built and the way they handle.

We'd like you to want us even if we didn't look good.

5-SPEED TRANSMISSION

This transmission is another product of advanced Fiat engineering. Smooth synchromeshed five forward speeds include a top gear for cruising. Shifts effortlessly from a console-mounted stick shift. Available as standard equipment on the 124 Spider, optional on the 124 Sport Coupe.

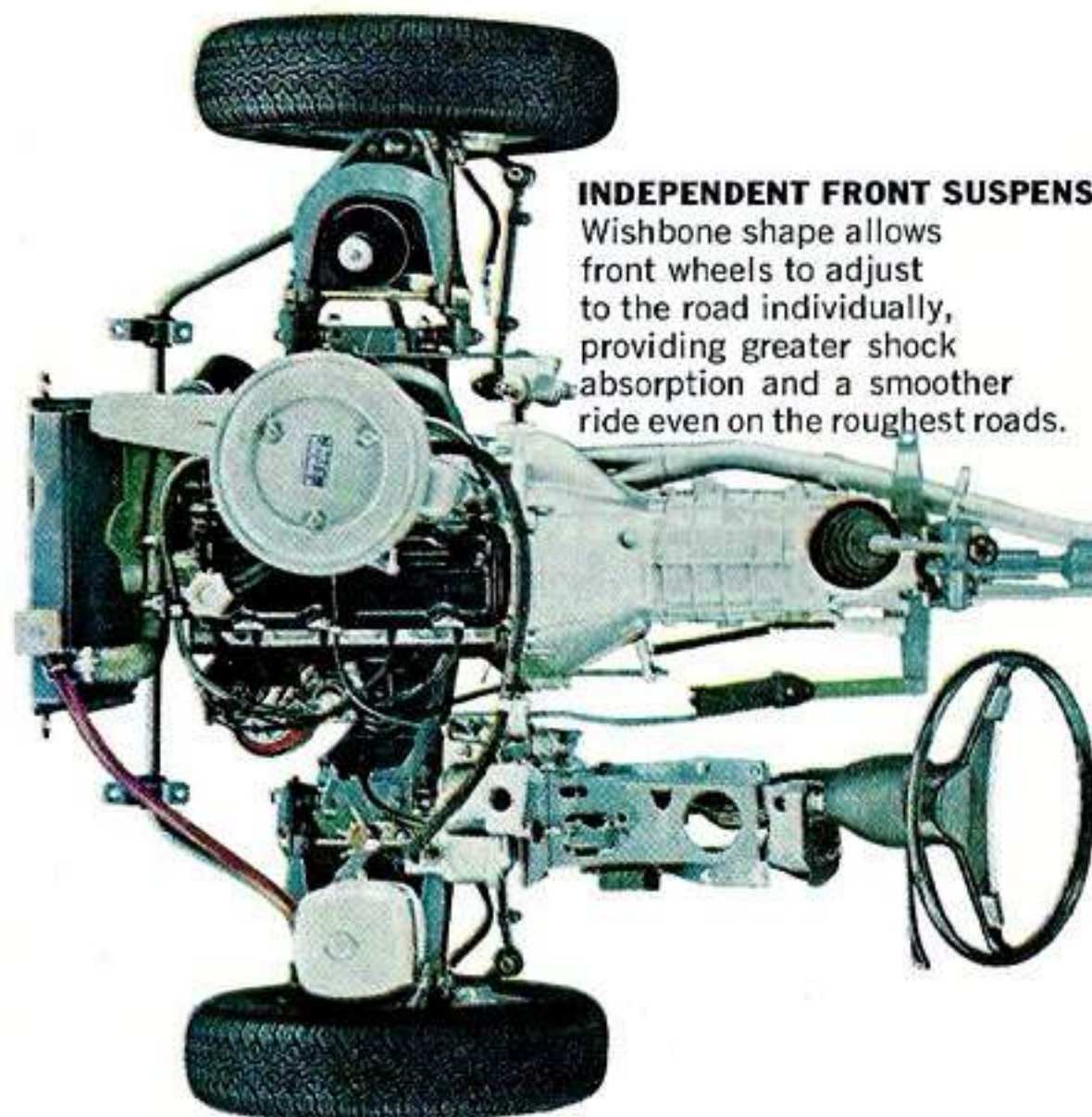


WORM AND ROLLER STEERING

It responds instantly to the slightest touch, keeps you in touch with the road at all times, permits tighter turns than other like-sized cars.

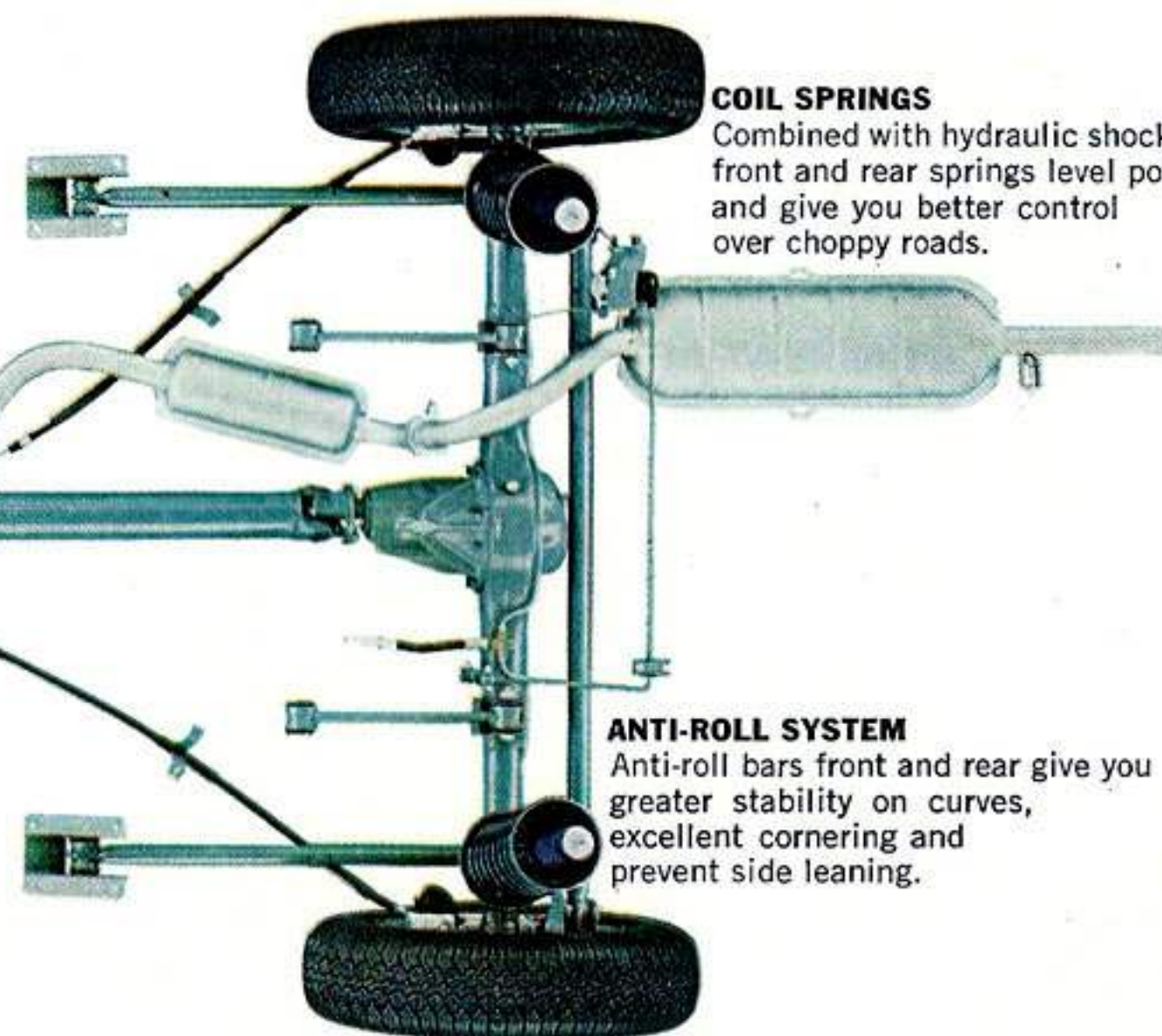
INDEPENDENT FRONT SUSPENSION

Wishbone shape allows front wheels to adjust to the road individually, providing greater shock absorption and a smoother ride even on the roughest roads.



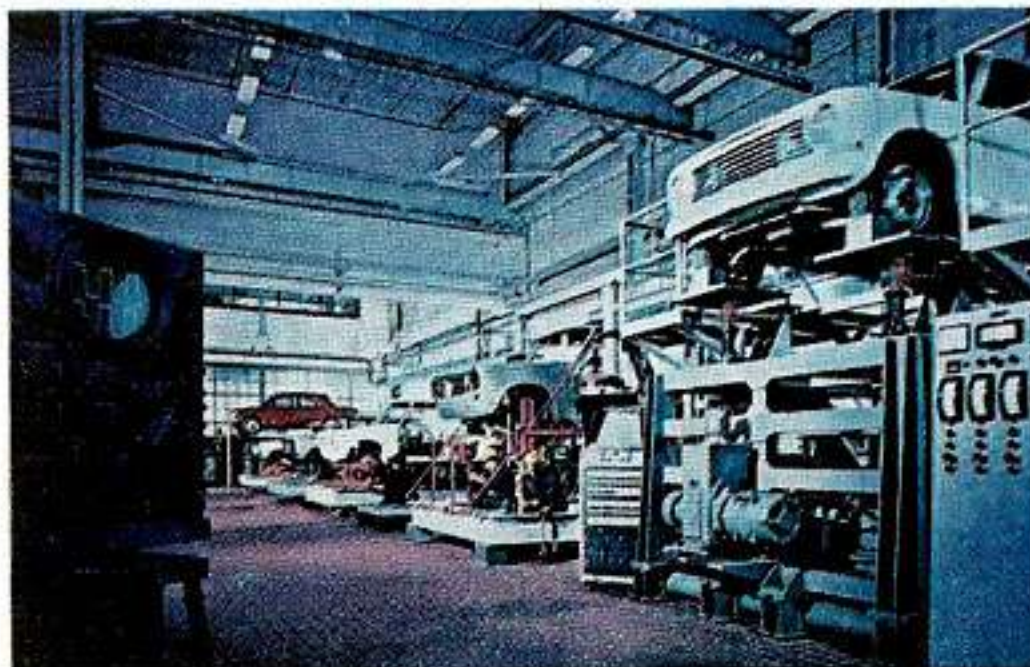
COIL SPRINGS

Combined with hydraulic shocks, front and rear springs level potholes and give you better control over choppy roads.



ANTI-ROLL SYSTEM

Anti-roll bars front and rear give you greater stability on curves, excellent cornering and prevent side leaning.



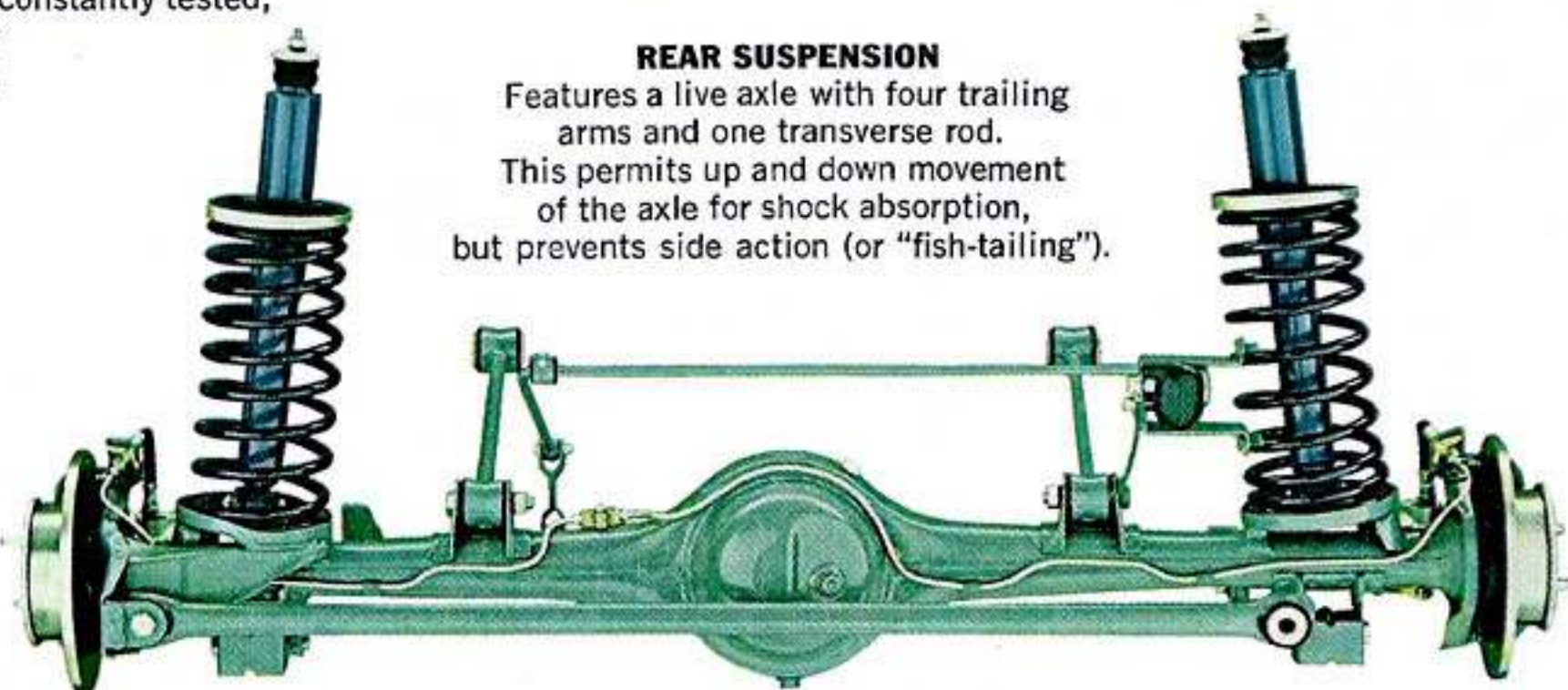
RESEARCH AND DEVELOPMENT

Fiat is equipped with the most modern laboratories and research centers. All Fiat products from the smallest spare part to the largest marine engine are constantly tested, inspected to assure you of the finest quality product.



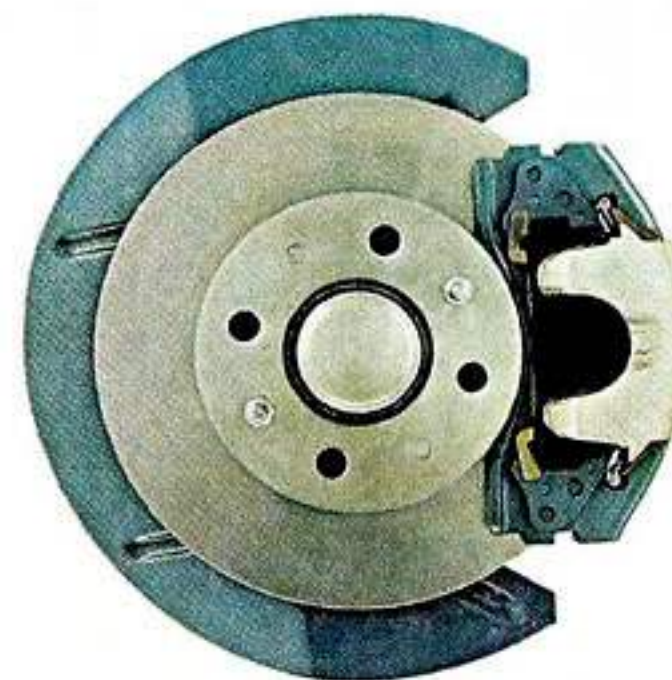
RADIAL PLY TIRES

They corner more securely because there's more rubber on the road, they help you stop faster, control your car better and grip the road so well you may not even need snow tires.



REAR SUSPENSION

Features a live axle with four trailing arms and one transverse rod. This permits up and down movement of the axle for shock absorption, but prevents side action (or "fish-tailing").



FOUR-WHEEL DISC BRAKES

They give you more braking surface, surer and softer stops without fading. In addition, a proportioning valve acts on rear wheels to prevent locking.

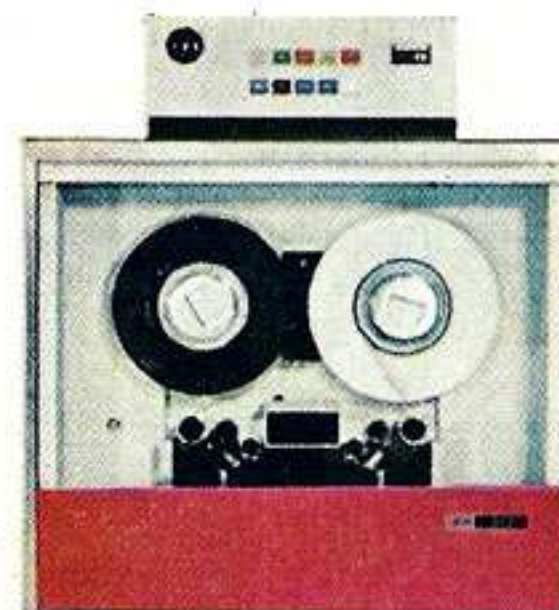
ADDITIONAL STANDARD FEATURES on the 124s that on many cars in this price range you'd have to pay extra for: Electronic tachometer (on Spider and Coupe). Full carpeting. Variable speed windshield wipers. Woodgrained console (on Spider). Locking ignition switch. Adjustable reclining bucket seats. Cigar lighter (on Spider and Coupe), Anti-smog device. Vinyl upholstery, vinyl-cloth on Specials. Non-glare rear mirror. Engine compartment light. Map light. Courtesy lights. Independently fused head and tail lights. Rubber inset bumper guards. Safety-hinged hood. Arm rests. Passenger safety straps, plus all U.S. safety-standard equipment.



"YOUR FIAT DEALER..." A sales and service network of 600 Fiat dealers stands behind the Fiat you drive in the United States.

The dealers who make up Fiat-Roosevelt Motors, Inc. sales organization have been selected for the reputations they have built in their own communities. Their maintenance facilities, stocks of replacement parts and service are set up to accommodate the regular preventive maintenance and repair of all Fiat vehicles sold in the United States.

When you select a Fiat you can rely upon expert service because you can rely on the efficiency of a successful organization of dealers.



COMPUTERIZED PARTS INVENTORY

The thousands of parts are kept on a computerized inventory. When your Fiat dealer needs a part not in his stock, the computer locates it and same-day shipment is triggered. Modern warehousing, modern materials handling, modern communications all are geared to keep your Fiat on the road.



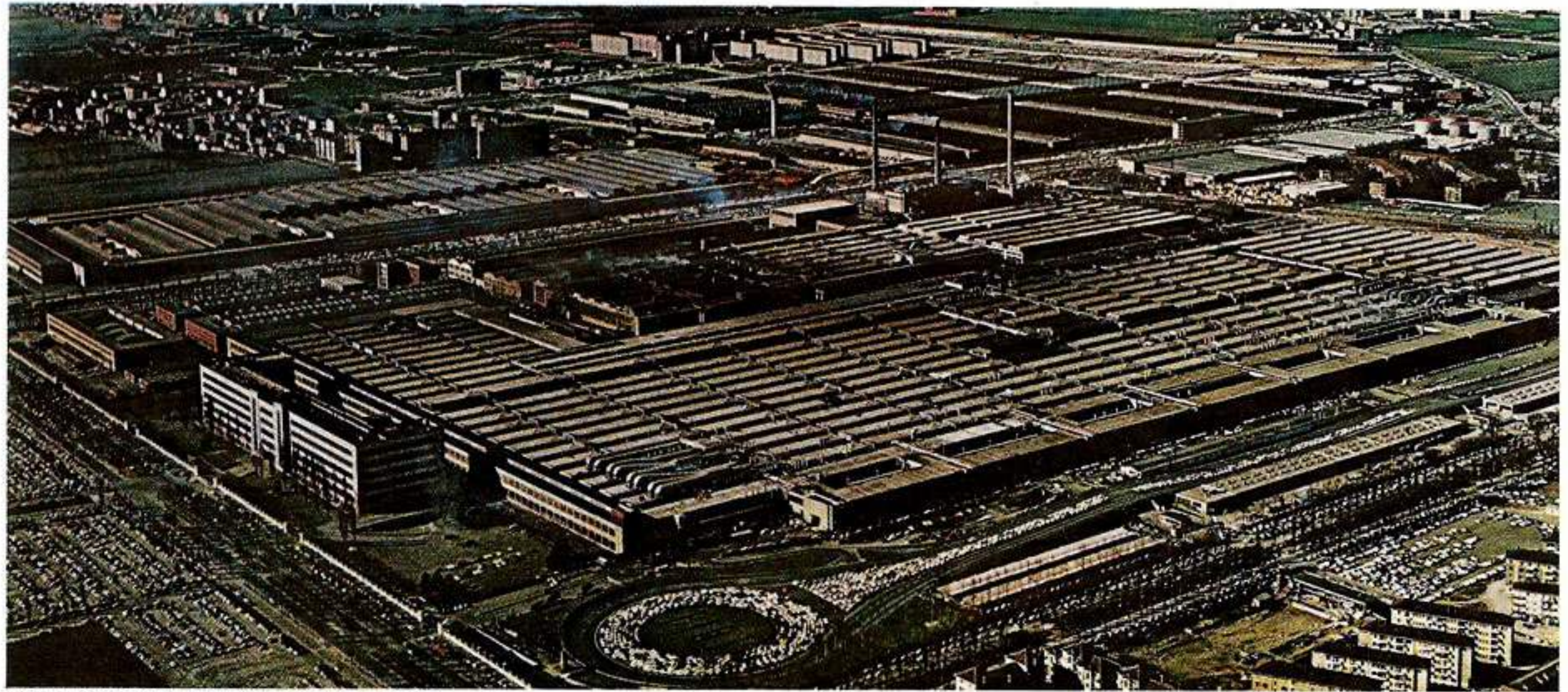
FIAT MAKES THE WHOLE CAR

The iron and steel, the copper, aluminum castings, wire, the stampings, forgings, machined parts—all are Fiat-made. Keeping involved with everything that goes into their cars gives a feeling of pride to the people who make them.



BEHIND EVERY FIAT DEALER

Fiat-Roosevelt Motors, Inc. centralizes parts supply in regional depots like this, which accommodates parts distribution, service training schools, sales and service divisions and vehicle distribution. Parts requirements are forecast for individual dealers and provided for via air and sea freight shipments.



FIAT MIRAFIORI WORKS, TURIN, ITALY

Fiat employs more than 45,000 production workers, on 12,000 auto making machines. Last year Fiat produced, tested and shipped over 1,450,000 vehicles.



NEARLY 1½ MILLION CARS IN 1969

10 million in the last decade, in more than 150 countries. Fiat was founded over 70 years ago—long before the first American car maker went into production.

Rather than for us to tell you how good our cars are, it is better to let the experts tell you. On the following pages are quotes from top car-testers in the business. Read what they say you can expect behind the wheel of a Fiat 124. Then you probably will ask the same question most people ask:

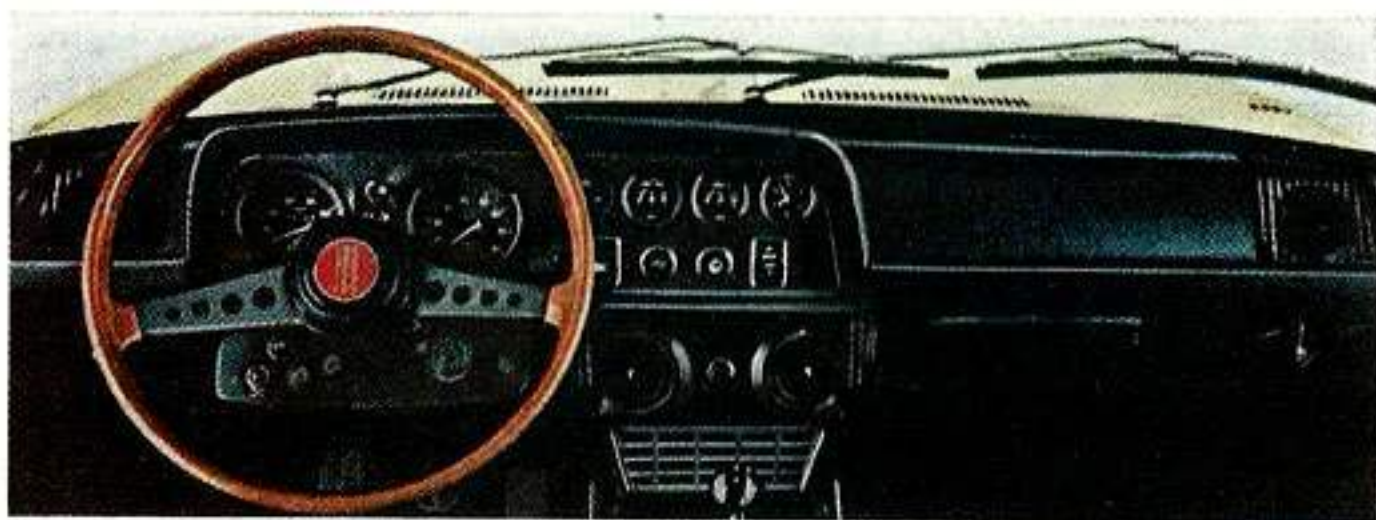
How does Fiat do it for the price?

"...It handles just as well, it has more useful room inside and it even has better acceleration than the Porsche..."*



FIAT 124 SPORT COUPE

***Quotes from CAR AND DRIVER**



"The Coupe is very predictable and almost impossible to get crossed up... the ideal car for beginners because it is exceedingly forgiving... sticks to the road incredibly well and always responds gradually to any inputs from the driver..."*

"You might logically put it into the same class as the Triumph GT6+ and the MG GTs. That's before you drive them. One trip around the block and it's a whole new deal..."*



"Fiat has done a masterful job in tuning the rear suspension. The solid axle is well located and the natural frequency of the rear system is such that it will almost never be excited by road surface irregularities..."*



"We suspect that if the hand of the Almighty were to reach out and strike off every superfluous GT car in the under \$4500 market the Fiat 124 Coupe might very well be the only one left."*

"It costs about as much as a Triumph or MG but, within the limits of sanity, it's every bit as good as a Porsche or Alfa."*



DASH-MOUNTED ELECTRONIC TACHOMETER

Usually an expensive extra, is standard equipment on the 124 Sport Spider and Sport Coupe.

SPECIFICATIONS:

BODY-FRAME—Unitized construction, electrically welded. Reinforced longitudinal stress members. Rust-proofed. Two primer coats. Two coats high-gloss enamel. Wheelbase 95¼". Front overhang 28½". Rear 39".

ENGINE—Front mounted. Four water-cooled in-line cylinders. Cast iron block. Aluminum cylinder head. Five-bearing steel twin overhead camshaft with cogged timing belt drive. Electrically operated fan system. Horsepower: 104 hp. at 6000 rpm. Torque: 94 ft. lbs. at 4200 rpm. Displacement: 1608 cc. (96.48 cu.in.). Compression ratio: 8.5 to 1. Bore & stroke: 3.15 x 3.15.

CLUTCH—Single dry plate,

TRANSMISSION—Four speeds

forward plus reverse. Fully synchromeshed in all forward gears. Console mounted stick shift. Five-speed transmission optional.

OVERALL GEAR RATIOS—First 3.42, Second 2.10, Third 1.36, Fourth 1.00, Fifth 0.91, Reverse 3.52.

DRIVE SHAFT—Two-piece with universal joints.

FRONT SUSPENSION—Wish-bone control arms. Coil springs and hydraulic shock absorbers. Independent springing. Lifetime lubrication.

REAR SUSPENSION—Rigid axle anchored by two trailing arms and transverse rod. Coil springs, hydraulic dampers and fitted with two reaction struts.

STEERING—Worm and roller gear. Steering column (with locking anti-theft device) has

flexible joint. Steering linkage joints are lifetime lubricated. Turns in 36°-1" diameter.

BRAKES—Large-diameter disc brakes on all four wheels with vacuum servo on all four wheels. Mechanical parking brake on rear wheels.

WHEELS AND TIRES—Self-ventilating steel disc wheels. 165 SR x 13 in. radial ply tires.

ELECTRICAL—12-Volt system. 700-Watt alternator. 60 Amp/hr. battery.

INSTRUMENTATION—Speedometer with trip recording odometer, turn signal, high/low beam indicator and marker light indicator. Electronic tachometer. Charging light indicator. Oil pressure, water temperature and fuel gauge with reserve supply indicator. Electric clock. Windshield wiper switch, outer marker master light switch, panel light

switch. Speedometer and tachometer are recessed for glare-free reading. All instruments and switches are mounted in a black textured vinyl dash panel.

VENTILATION AND HEATING SYSTEM—Provides windshield demisting and defrosting. Air intakes on hood. Hot water heater. Push-button controls dual spray nozzle and synchronous wiper operation. Regulators and 2-speed heater fan controls mounted on console.

FUEL TANK—11-2/5 gals. (Use premium gas)

TOP SPEED—Over 106 mph.

EXTERIOR DIMENSIONS AND WEIGHT

Overall length 13'-7½"

Overall width 65¾"

Overall height 52¾"

Wheelbase 95¼"

Curb weight 2,178 lbs.

Road clearance 6"

FIAT 124 SPORT SPIDER

*Quotes from ROAD TEST Magazine

"Besides, the Spider's top has to be the easiest flip-top lid in the neighborhood—strictly a one-handed operation..."*



"A sports car doesn't have to ride hard, beat you to death, be hard to steer, and difficult to get in and out of. Fiat has proved this."*



"What the Fiats offer is this: they take the roughness out of owning a sports car once and for all. They're quiet, comfortable, smooth and easy to get in and out of."*

SPECIFICATIONS:

BODY-FRAME—Unitized construction, electrically welded. Reinforced longitudinal stress members. Rust-proofed. Two primer coats. Two coats high-gloss enamel. Wheelbase 89½". Front overhang 27½". Rear 39".

ENGINE—Front mounted. Four water-cooled in-line cylinders. Cast iron block. Aluminum cylinder head. Five-bearing steel twin overhead camshaft with cogged timing belt drive. Electrically operated fan system. Horsepower: 104 hp. at 6000 rpm. Torque: 94 ft. lbs. at 4200 rpm. Displacement: 1608 cc. (96.48 cu.in.). Compression ratio: 8.5 to 1. Bore & stroke: 3.15 x 3.15.

CLUTCH—Single dry plate.

TRANSMISSION—Five speeds

forward plus reverse. Fully synchromeshed in all forward gears. Console mounted stick shift.

OVERALL GEAR RATIOS—First 2.42, Second 2.10, Third 1.36, Fourth 1.00, Fifth 0.91, Reverse 3.52.

DRIVE SHAFT—Two-piece with universal joints.

FRONT SUSPENSION—Wish-bone control arms. Coil springs, hydraulic shock absorbers and anti-roll bar. Independent springing. Lifetime lubrication.

REAR SUSPENSION—Rigid axle anchored by two trailing arms and transverse Panhard rod. Coil springs, hydraulic dampers and stabilizer bar.

STEERING—Worm and roller gear. Steering column (with locking anti-theft device) has flexible joint. Steering linkage

joints are lifetime lubricated. Turns in 34'-1½" diameter. **BRAKES**—Large-diameter, disc brakes on all four wheels with vacuum servo on all four wheels. Mechanical parking brake on rear wheels.

WHEELS AND TIRES—Self-ventilating steel disc wheels. 165 SR x 13 in. radial ply tires. **ELECTRICAL**—12-Volt system. 700-Watt alternator. 60 Amp/hr. battery.

INSTRUMENTATION—Speedometer with trip recording odometer, turn signal, high/low beam indicator and marker light indicator. Electronic tachometer. Charging light indicator. Oil pressure, water temperature and fuel gauge with reserve supply indicator. Electric clock. Windshield wiper switch, outer marker master light switch, panel light switch. Speedometer and tachom-

eter are recessed for glare-free reading with matte black bezel rings. All instruments and switches are mounted in a wood-grained panel dash.

VENTILATION AND HEATING SYSTEM—Provides windshield demisting and defrosting. Air intakes on hood. Hot water heater. Foot pedal controls dual spray nozzle and synchronous wiper operation. Regulators and 2-speed heater fan controls mounted on console.

FUEL TANK—12 gals. (Use premium gas)

TOP SPEED—Over 106 mph.

EXTERIOR DIMENSIONS AND WEIGHT

Overall length 13'

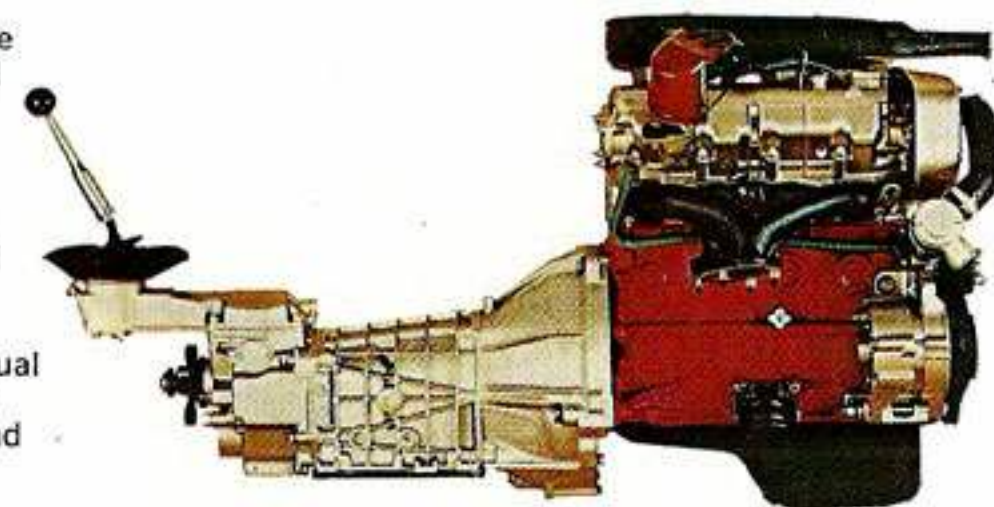
Overall width 63½"

Overall height 49"

Wheelbase 89½"

Curb weight 2,046 lbs.

Road clearance 6"



NEW 1608cc DOUBLE OVERHEAD CAM ENGINE AND 5-SPEED TRANSMISSION.

By replacing the 1438 cc engine, Fiat increases maximum speed to 112 mph, giving the Spider the ability to pass any car on the American road, without sacrificing fuel economy.



"...OUTSTANDING—and we have to stick with it."*



"A sense of extreme lightness comes when you drive the car...they don't tire you out so much as you might expect a car in this class to. Here's one sports car you can jump in and take off cross-country and know you're going to arrive relaxed and comfortable..."*

"...Visibility is excellent... lots of glass area for seeing out in all directions...buckets will fit any sized man, short or tall..."*



"...Everything seems well thought out, neat, where it should be, with big round dials for speedometer and tachometer, handy switches and covered gearshift lever; it seems as if this car should be in a higher price class..."*

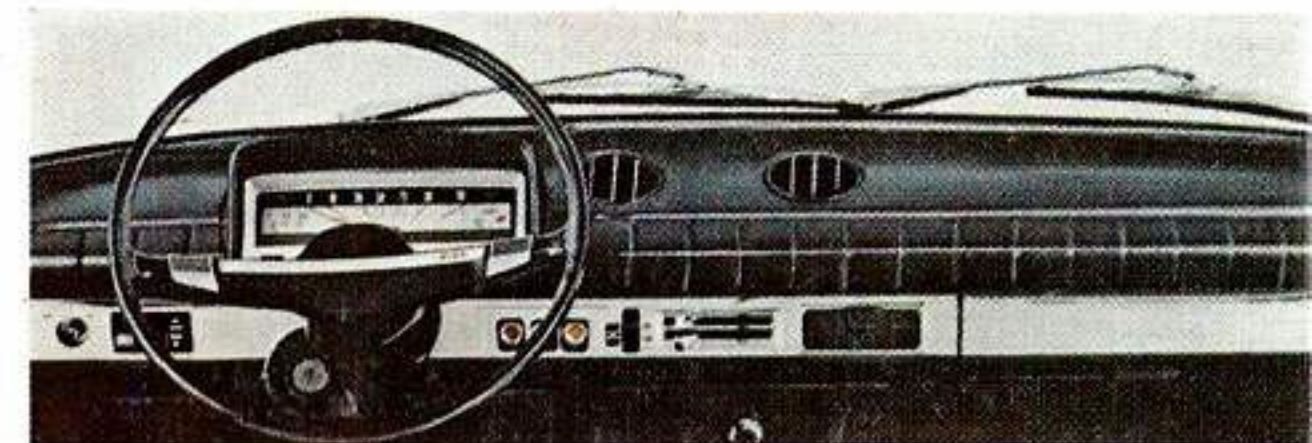


FIAT 124 STATION WAGON

*Quotes from WORLD CAR GUIDE



"Handling and roadability merit admiration, too... Though not a sports car but rather an economy family wagon, the 124's suspension is on the firm side and will force a heavy domestic locomotive to screech and drift wildly to stay on the course set by the Fiat."*



SPECIFICATIONS:

BODY-FRAME—Unitized construction, electrically welded. Reinforced longitudinal stress members. Rust-proofed. Two primer coats. Two coats high-gloss enamel. Wheelbase 95¼". Front overhang 23¼". Rear 40¼".

ENGINE—Front mounted. Four water cooled in-line cylinders. Cast iron block and crankcase. Aluminum cylinder head. Five-bearing steel crankshaft. Overhead valves. Twin-barrel carburetor. Horsepower: 76 hp. at 5400 rpm. Torque: 81 ft. lbs. at 3300 rpm. Displacement: 1,438 cc. (87.75 cu. in.) Compression ratio: 9 to 1. Bore & stroke: 3.156 x 2.814 in.

CLUTCH—Single dry plate.

TRANSMISSION—Four speeds forward plus reverse. Synchromesh in all four gears. Floor mounted stick shift.

OVERALL GEAR RATIOS—First 3.79, Second 2.17, Third 1.41, Fourth 1.00, Reverse 3.65.

DRIVE SHAFT—Two-piece with universal joints.

FRONT SUSPENSION—Wish-bone control arms. Coil springs hydraulic shock absorbers and stabilizer bar. Lifetime lubrication.

REAR SUSPENSION—Rigid axle with four longitudinal and one transversal anchor rod. Coil springs, telescoping hydraulic shock absorbers.

STEERING—Worm and roller. Steering linkage joints are lifetime lubricated. Turns in 35'1" diameter.

BRAKES—Large-diameter, disc brakes on all four wheels with power assist. Mechanical parking brake on rear wheel.

WHEELS AND TIRES—Self-ventilating steel disc wheels. 165 SR x 13 in. radial ply tires.

ELECTRICAL—12-Volt system. 700-Watt generator 48 Amp/hr. battery.

INSTRUMENTATION—Dash mounted cluster incorporates a speedometer, directional signal indicator, indicators for battery charging, engine heat and oil pressure, fuel gauge with reserve

indicator. Windshield washer pump, outer lighting switch and panel light switch are mounted in a padded dash.

VENTILATION AND HEATING SYSTEM—Provides windshield demisting and defrosting. Air intakes on hood. Hot water heater. Regulators and 2-speed heater fan controls are dash mounted.

FUEL TANK—12.5 gal.

TOP SPEED—Over 93 mph.

EXTERIOR DIMENSIONS AND WEIGHT

Overall length 13'2¾"

Overall width 64"

Overall height 53¾"

Wheelbase 95¼"

Curb weight 2,084 lbs.

Road clearance 6½"

"Performance was impressive... because it loves to run hard and long... we determined that zero to 60 mph came rather easily to 17.4 seconds. For urban traffic, zero to 45 mph broke in just 8.6 seconds... the car was never under undue strain at any time."*



"At the conclusion of performance tests we had driven the 124 Wagon precisely 904 miles; overall oil consumption was a shade less than 1/2 pint despite the torturous acceleration tests on a relatively new engine."*

"The Fiat is so spunky and easy to drive that it really is fun. On the freeway, one can keep up with the 70 mph traffic with no trouble and, in the city, this wagon is a dream for shopping."*



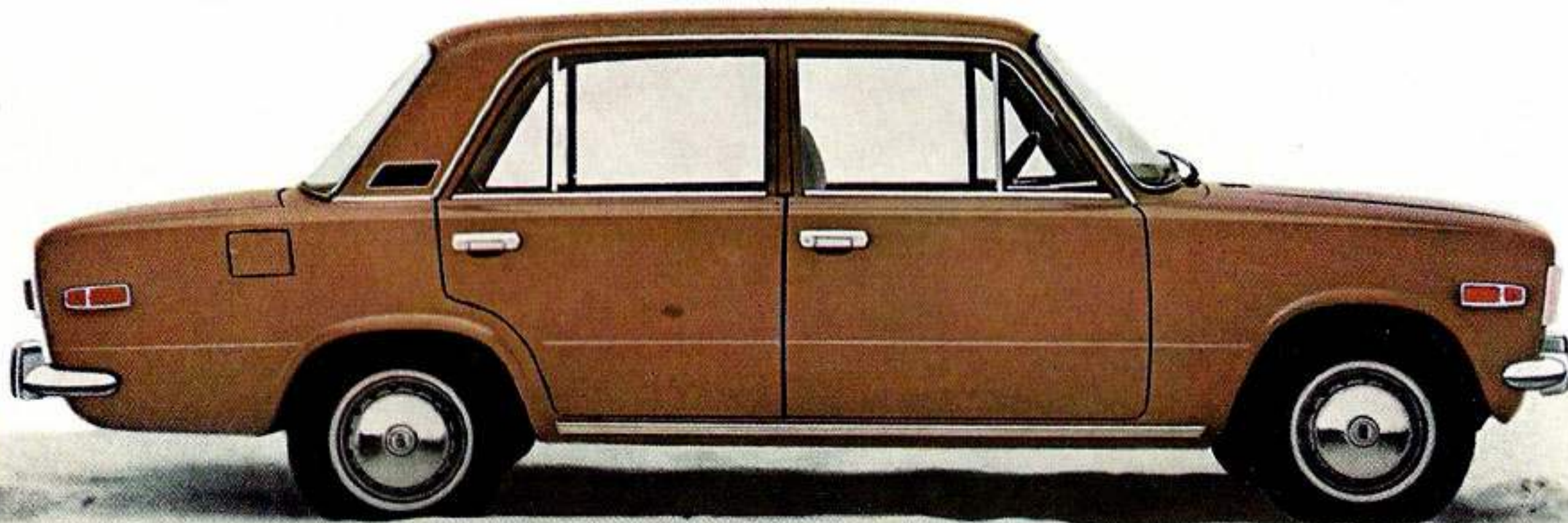
LOAD CAPACITY

59 of these cubic feet can be packed into the back. That's 17 more than the Volkswagen Square Back, almost 9 more than the Vega, 10 more than the Toyota Corolla, and 1 1/2 more than the Datsun 510.



"One would have to be a dullard not to like the Fiat 124 Wagon. It's fun to drive and rates a high mark for ease of handling and overall efficiency."*

"Fiat stands out. The seats are a bit more luxurious, the controls smoother and more refined, and standard equipment includes radial tires and power disk brakes on all four wheels, with a weight-sensitive proportioning valve to prevent rear wheel locking..."*



"The Fiat gives me the exact combination of space and comfort, performance and economy, steering and braking,



"The trunk is enormous. We managed to fill it with a 7-hp outboard motor, a 6-gallon gas tank, three life preservers, an anchor and a tackle box..."*



"Steering is very quick, with racing car precision... remains tight and accurate whether you're backing into a parking spot or rounding a turnpike curve at 70 mph..."*

SPECIFICATIONS:

BODY-FRAME—Unitized construction, electrically welded. Reinforced longitudinal stress members. Rust-proofed. Two primer coats. Two coats high-gloss enamel. Wheelbase 95¼". Front overhang 23¼". Rear 40¼".

ENGINE—Front mounted. Four water cooled in-line cylinders. Cast iron block and crankcase. Aluminum cylinder head. Five-bearing steel crankshaft. Overhead valves. Twin-barrel carburetor. Horsepower: 76 hp. at 5400 rpm. Torque: 81 ft. lbs. at 3300 rpm. Displacement: 1,438 cc. (87.75 cu. in.) Compression ratio: 9 to 1. Bore & stroke: 3.156 x 2.814 in.

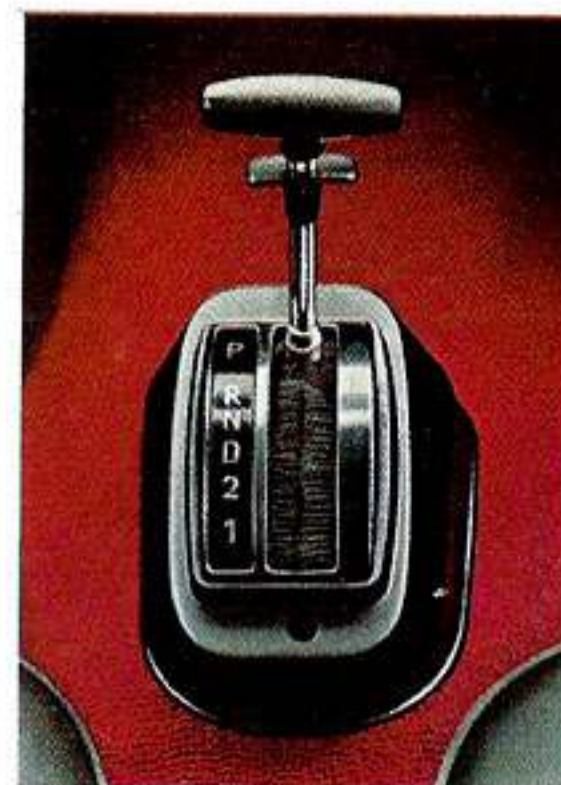


***Quotes from NORBYE/DUNNE REPORT.**

*Reprinted from Popular Science Magazine © 1970 Popular Science Publishing Company.

FIAT 124 SPECIAL

that I look for in a car.”*



NEW 3-SPEED AUTOMATIC TRANSMISSION

Available as an option on all 124 Specials and Station Wagons. This floor-mounted console torque converter, with 3-speed planetary gear-set was specially designed for smaller engines while its capacity is similar to most expensive American automatics. The transmission is fully automatic, responds instantly to kickdown for full acceleration and can be downshifted manually for more effective braking. It cannot be upshifted accidentally.

“It was no surprise that the Fiat...had the shortest stopping distance, but we were astonished when it proved faster in acceleration from standstill than cars with larger and more powerful engines.”*



“The ride is firm, almost sporty but not harsh. The all-coil suspension and radial-ply tires cushion road shocks...”*

CLUTCH—Single dry plate.

TRANSMISSION—Four speeds forward plus reverse. Synchromesh in all four gears. Floor mounted stick shift.

OVERALL GEAR RATIOS—First 3.79, Second 2.17, Third 1.41, Fourth 1.00, Reverse 3.65.

DRIVE SHAFT—Two-piece with universal joints.

FRONT SUSPENSION—Wishbone control arms. Coil springs, hydraulic shock absorbers and stabilizer bar. Lifetime lubrication.

REAR SUSPENSION—Rigid axle with four longitudinal and one transversal anchor rod. Coil springs, telescoping hydraulic shock absorbers.

STEERING—Worm and roller. Steering linkage joints are lifetime lubricated. Turns in 35'-1" diameter.

BRAKES—Large-diameter, disc brakes on all four wheels with power assist. Mechanical parking brake.

WHEELS AND TIRES—Self-ventilating steel disc wheels. 155 SR x 13 in. radial ply tires.

ELECTRICAL—12-Volt system. 700-Watt alternator. 48 Amp/hr. battery.

INSTRUMENTATION—Dash mounted cluster incorporates a speedometer, directional signal indicator, indicators for battery charging, engine heat and oil pressure, fuel reserve indicator. Windshield washer pump,

outer lighting switch, panel light switch and electric fan three-position switch are all mounted in a padded dash.

VENTILATION AND HEATING SYSTEM—Provides windshield demisting and defrosting. Air intakes on hood. Hot water heater. Regulators and 2-speed heater fan controls dash mounted.

FUEL TANK—10.3 gal.

TOP SPEED—Over 93 mph.

EXTERIOR DIMENSIONS AND WEIGHT

Overall length 13'-2 3/4"

Overall width 64"

Overall height 53 3/4"

Wheelbase 95 1/4"

Curb weight 1,962 lbs.

Road clearance 6 1/2"

**FIAT****FIAT-ROOSEVELT MOTORS, INC.**

The contents in this folder are given as general information and are not binding. Fiat reserves the right to effect at any time without prior notice, those alterations to parts, fittings and accessory equipment which they may deem necessary for any reason whatsoever.