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*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.*

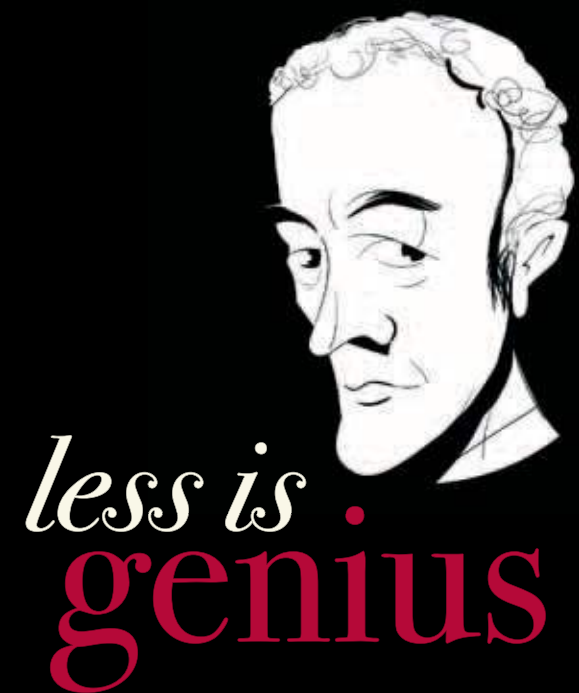
The FIAT 500 is here.



The icon. The legend. The FIAT 500.

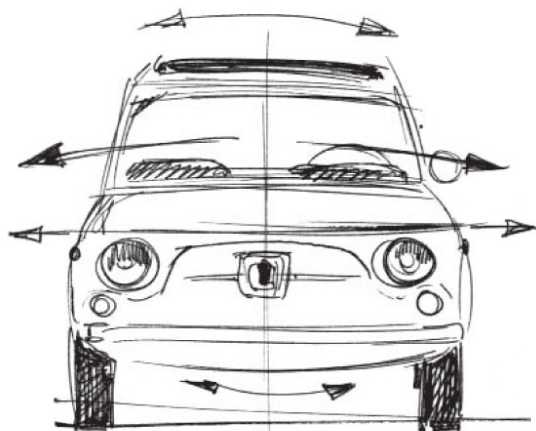
The Cinquecento was a catalyst for profound change. It encouraged exploration. It was a beacon of hope for millions; something the people of Italy could truly love. Pure. Simple. It provided mobility — but more importantly, it inspired personal freedom. No doubt, it was the right car for the times.





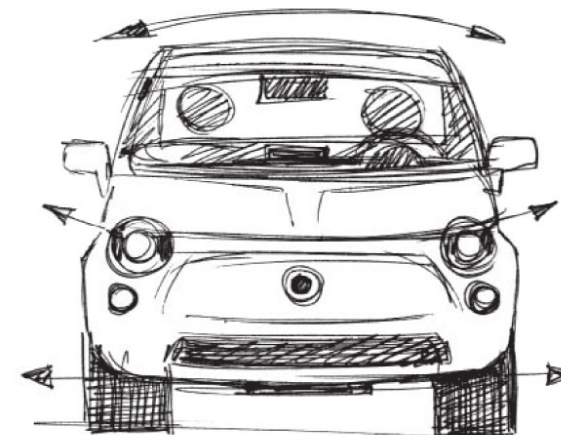
"The hardest part about designing a car is keeping it simple. Through simple, functional, responsible engineering comes beauty. The 500 and 500c are everything you need and nothing you don't. We didn't start by 'adding;' we started by stripping away what was not needed. The 500 and 500c are both beautiful expressions of simple, functional Italian design."

— Roberto Giolito, FIAT Head of Design



TYPICAL '50-'60 LOOK:
- FLOATING ON THE GROUND -
WITH CURVED LINES ABOVE
AND BELOW THE BODY

FIAT 500



CONTEMPORARY LOOK:
MIRRORED CURVED LINES
FOR GREEN HOUSE & HOOD.
FLAT - HORIZONTAL UNDERBODY

The concept was to recreate the perfect suit for this new FIAT® chassis, while preserving the stylish interior and sleek contours. Reengineered for America, the 2012 FIAT 500 is as simple, beautiful and iconic as the original. And it's poised to be the next global icon from Italy.

Same spirit...



new expression.

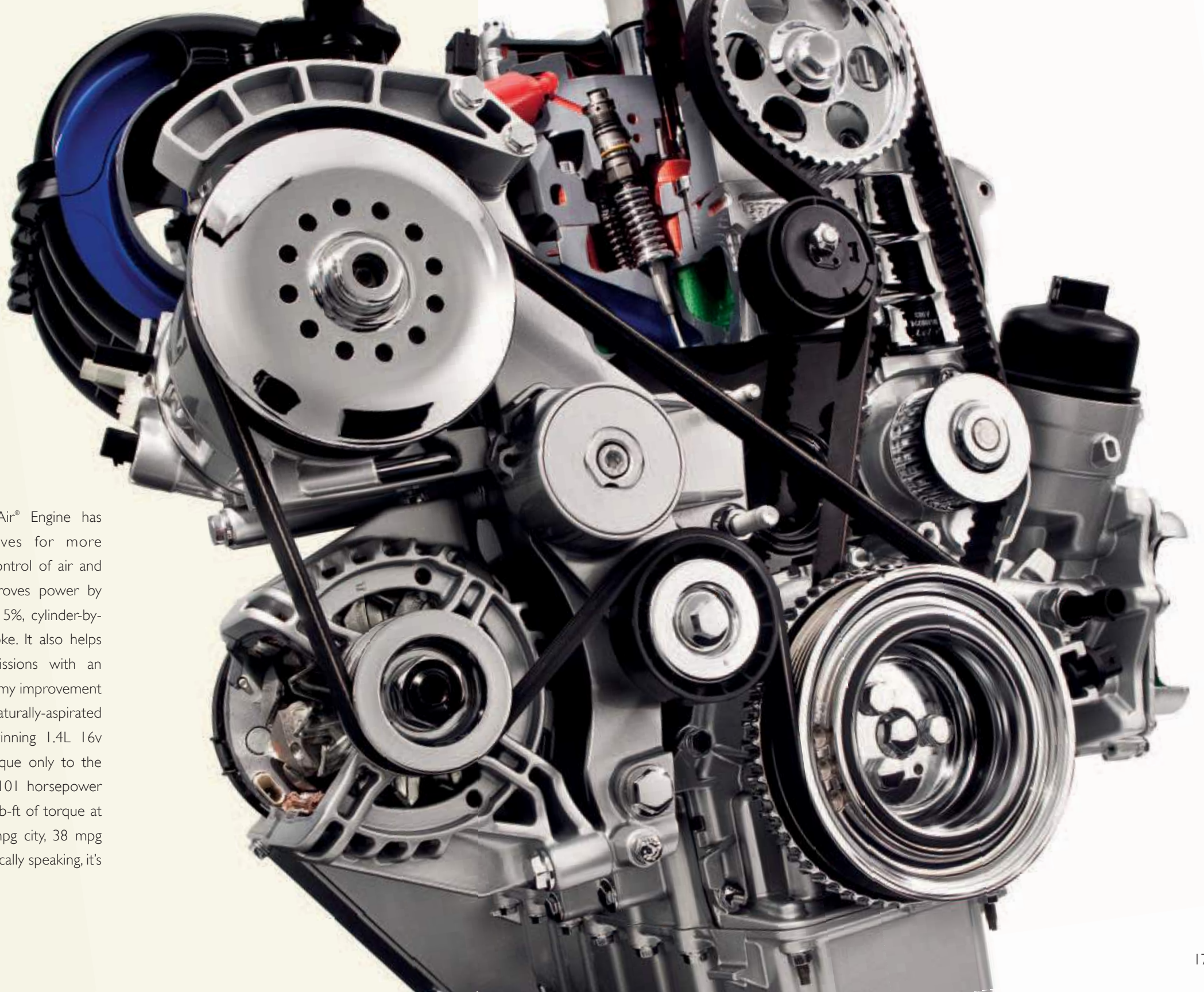




FIAT® has once again embraced and enhanced the landscape of North America, seducing the hearts and minds of American drivers. Every detail of the FIAT 500 and 500 Cabrio has been thoughtfully and beautifully designed for American sensibilities. Its ability to be personalized feeds the thirst for self-expression and celebrates what it means to be an individual in a world of individuals.

Technologically Speaking

The 1.4L 16v MultiAir® Engine has electrohydraulic 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 6,500 rpm and 98 lb-ft of torque at 4,000 rpm with 30 mpg city, 38 mpg hwy⁽¹⁾. Non-technologically speaking, it's amazing.



bi-Halogen

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 to see you on winding roads and busy city streets.





Wrapped in the comfort of safety.

The FIAT® 500 features seven air bags, daytime running lamps, Electronic Stability Control, anti-lock disc brakes, child seat anchor system, crumple zones and a tire pressure monitoring system. These are just a handful of the safety and security technologies standard in the 500.



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, multi-stage front air bags, seat-mounted side air bags for added thorax and pelvic protection, and a driver's knee air bag. In addition, two side-curtain air bags help provide head protection in side impacts for both front and rear seats.



BLUE&ME™ Hands-Free Communication⁽²⁾

This standard 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⁽³⁾

The available TomTom® is a hands-free 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.



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 to enhance visibility when you're backing up.



Tire Pressure Monitoring System

The Tire Pressure Monitoring System keeps an eye on tire pressure in each tire and tells you when and which tire is too low. You would be surprised how much trouble you can avoid with this simple sensor. And proper tire inflation can help improve fuel economy too.



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⁽⁴⁾ is designed to assist drivers in monitoring control of their vehicles during extreme steering maneuvers. 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.

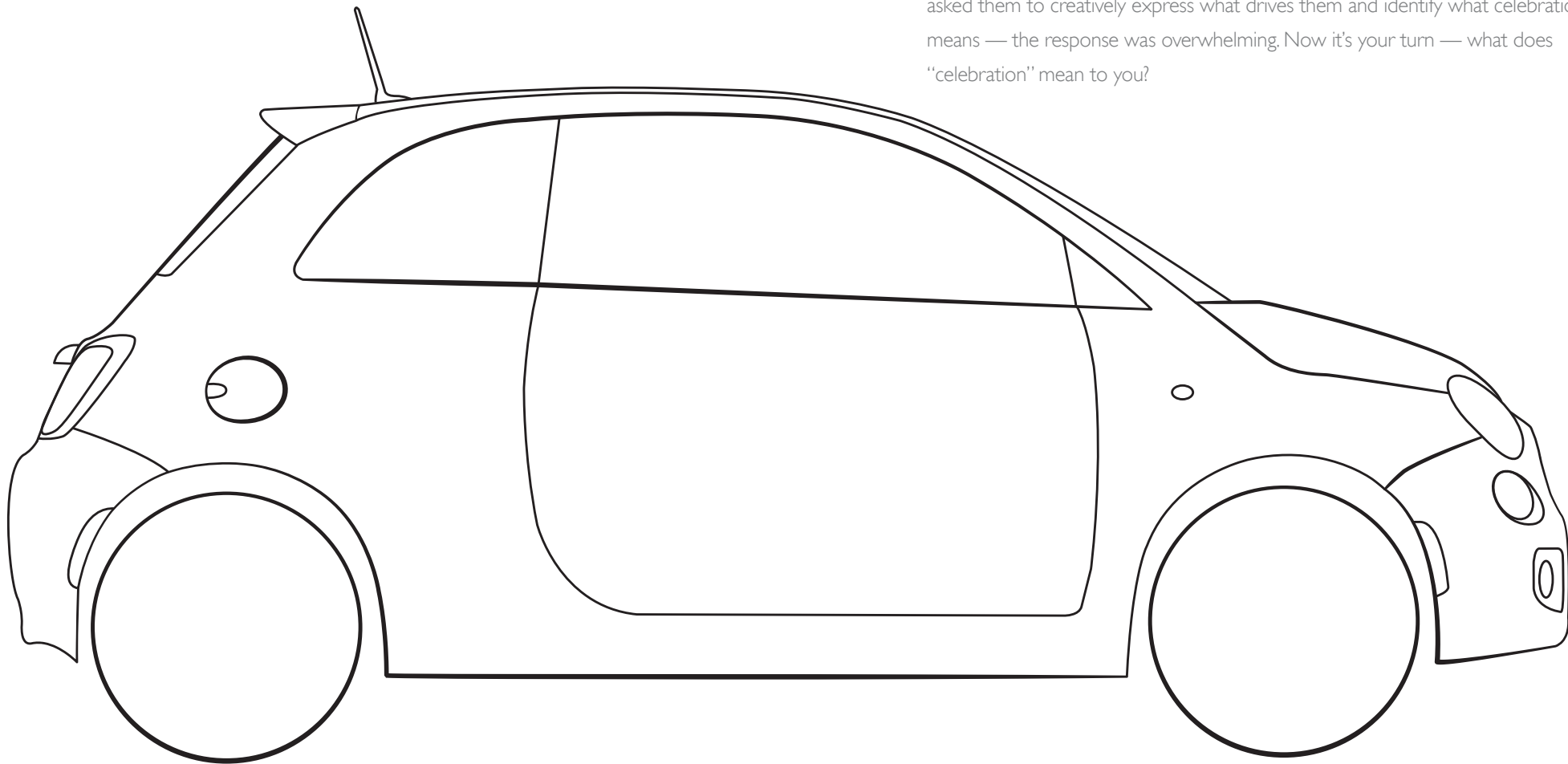


Rear Park Assist⁽⁵⁾

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.

by Celebration

To celebrate the new FIAT® 500, we gave this canvas and an art kit to all the different groups of people that came together to help build the FIAT 500. We asked them to creatively express what drives them and identify what celebration means — the response was overwhelming. Now it's your turn — what does “celebration” mean to you?



the POP

The Pop sets the tone. Making simple, beautiful and purposeful Italian design accessible to everyone. This cultural movement is reshaping America's perspective on size, value and expression.





Push the Sport button and the car becomes even more sporty. On the 500 with a manual transmission, drivers will feel the steering tighten and engine become more responsive as they push down on the pedal. With the automatic transmission, they experience the same responsive steering with crisp shifting of the transmission.



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 can quickly 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 center console's shifter bezel and one below the passenger seat. The total cargo capacity with the rear seats folded down is spacious – 27.2 cubic feet. To load your gear more easily, designers even maximized the tailgate 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 center floor console features a cubby for small items and also houses the 12-volt power outlet, plus a cup holder to conveniently carry your beverage.



the SPORT

The 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.

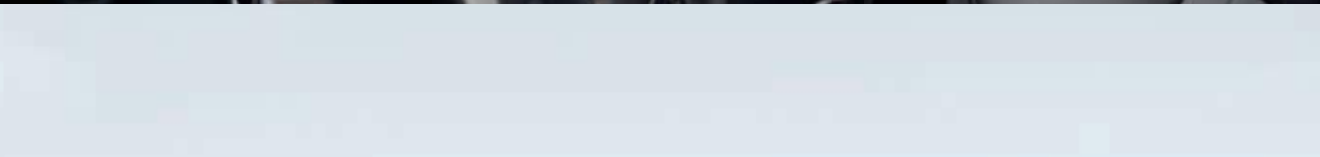




There are 16-inch aluminum wheels with Mineral Gray painted pockets and all-season tires on the Sport. New bodyside sills and a liftgate-mounted roof spoiler add a sporty appearance. This athletic vehicle's design themes include performance-inspired red-painted brake calipers attached to a sport-tuned suspension, chromed exhaust tip and fog lamps. Inside, Sport features unique sport-styled seating in a gray/black interior environment, a Bose® premium audio system with six premium speakers and subwoofer, leather-wrapped steering wheel with audio controls and USB port and iPod® control capability.







the LOUNGE

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, fixed glass roof that's perfect for sightseeing in the city. Or owners can opt for a breath of fresh air from the optional sunroof. Other features that set the Lounge apart include the optional 15-inch premium silver painted aluminum wheels and such luxury features as the standard automatic temperature control, SIRIUS® Satellite Radio® and subtle chrome detailing on the front and rear fascia, side mirrors and moldings.







The Environment

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 automatic transmission and available premium heated leather seats add an extra level of luxury. The Lounge also features unique "500" embroidered seatback logos with leather trim on the shift knob and steering wheel.

the CABRIO

With three soft-top colors to choose from —
bordeaux, beige and nero — and 14 body colors,
the FIAT® 500c experience is all about possibilities.







The Experience

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.



FIAT® 500c provides an unprecedented and innovative three-position design, with a power-operated cloth top that can operate while driving at speeds of up to 60 mph.



eco:Drive



The 2012 FIAT® 500 eco:Drive™ application helps teach drivers how to improve their driving efficiency. The state-of-the-art eco:Drive application demonstrates that an automaker's environmental responsibility doesn't have to stop when the car leaves the production line, but rather, can extend to the way people actually drive their cars.

Start by downloading the eco:Drive software to your computer. Then, simply plug a USB drive into the FIAT 500 USB port; your driving patterns and data are automatically stored. Then, go ahead and insert the USB drive back into your computer to study the eco:Drive analysis of your personal driving style.

eco:Drive™
BLUE&ME™

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 <http://www.fiat.com/ecodrive/us/default.htm> to download the eco:Drive app.



FIAT FORWARD CARE

FIAT® has you covered — by including FIAT Forward Care™(7) standard on every 2012 FIAT 500. FIAT Forward Care provides comprehensive 4-Year/50,000 Mile Warranty coverage PLUS many additional elements to enrich your ownership experience. Enjoy complimentary 3-year/36,000 mile maintenance, 4-year/Unlimited mile roadside assistance, trip interruption and car rental. Life is better when driven...with confidence.



FIAT FORWARD CARE

4-Years/50,000-Miles

- Basic Limited Warranty (as outlined in the Warranty Manual)
- \$30 First Day Car Rental Allowance or Taxi Reimbursement
Same day mechanical or maintenance service visit (excludes bodywork)
- Extended Car Rental Allowance or Taxi Reimbursement
For overnight repairs on covered components, 5-day maximum per occurrence

FIAT FORWARD CARE

3-Years/36,000-Miles

- Scheduled Maintenance
Oil, Oil Filter Changes and Lubrication Service (as outlined in the Owner's Manual)
- Wear Coverage
Includes brakes (rotors, pads, linings & drums), wiper blades and clutch discs or modular clutch assembly (as equipped)

FIAT FORWARD CARE

4-Years/Unlimited Miles

- "Sign-And-Go" Towing and Roadside Assistance
Includes towing, flat-tire service, battery jump, out-of-gas fuel delivery, and lockout service (i.e., keys locked in vehicle or frozen lock).
- \$1,000 Trip Interruption Coverage
Provides up to \$1,000 for lodging, meals, and car rental expenses if:
(1) The vehicle is inoperable due to a component failure covered by the factory warranty
AND
(2) The failure occurs more than 100 miles from home



Unique style options. Take it personally.

The FIAT® 500 is an extraordinary vehicle for delivering self-expression. With 14 paint colors 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 14 unique seat color 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 fiatusa.com to “build your own” custom FIAT 500.

material
PALETTE

Leathers



Avorio

Rosso



Marrone Scuro

Marrone Traforato

Nero Traforato



Nero

Marrone Chiaro

Cloths



Nero

Avorio • Nero



Grigio

Rosso



Grigio • Nero

Marrone

wheel PALETTE



accessorize

500,000 ways to
EXPRESS YOURSELF



AUTHENTIC FIAT® ACCESSORIES  MOPAR

Tag it as your own

1 16-INCH GLOSS BLACK 17-SPOKE WHEEL.

Take it up a notch, an inch at a time. This unique wheel features a 17-spoke design and gloss Black finish.

2 CHROME FUEL FILLER DOOR.

You'll see it more than you'll use it. This unique, one-piece design replaces the existing fuel door and is easily installed. It's the little things that make a big statement.

1 Late availability

3 CHROME MIRROR COVERS.

Bring on the earrings. Chrome Mirror Covers are bright additions that are easily installed on front side of exterior rearview mirrors.

4 BODYSIDE GRAPHIC.

Statements made atop a painted canvas . . . all graphics are made of the highest quality 3M™ material. Available in an arsenal of standout designs.

5 BODYSIDE MOLDINGS.

Add a little more definition to a toned body. Moldings add even more personality to the FIAT® 500. Painted to match any body color.

6 BODYSIDE MOLDING INSERT.

Bodyside Molding Inserts come in standout colors and stand-apart themes. Shown in Red/White/Green.

7 ITALIAN FLAG FENDER BADGE.

Proudly fly the Italian Tricolor. This quality emblem is definitely the trademark of the true enthusiast



Street Art

1 FRONT AND REAR FASCIA KIT.

Do we detect a little attitude? Fascia kits for Pop or Lounge models add a little more substance and amp up the FIAT® 500 persona.

2 CHROME GRILLE AND FOG LIGHT SURROUND.¹

Highlight your grille and fog lamps with a flash of chrome, and take functional to a much better place.

3 CHROME HOOD SPEAR.

It's a nod to the car's past in the form of a chrome accent that stands out in front. A direct descendent of the original design.

4 16-INCH BLACK PAINTED 5-SPOKE WHEEL.¹

These cast-aluminum wheels make a statement without relying on the brilliance of brightwork. Shown with Chrome Pocket Wheel Inserts.

5 BODYSIDE MOLDINGS.

Further proof that they leave the factory primed for an owner to make them theirs, these moldings make each FIAT® 500 custom. Shown with Black Checker/Red Dot Bodyside Molding Insert.

6 REAR SPOILER.

Get down with the force. This FIAT 500 Rear Spoiler adds attitude and aerodynamic efficiency in equal doses. Standard on Sport model, available as a mopar accessory on Pop and Lounge models.



¹ Late availability.

Top Shop

RED DOUBLE
RACING STRIPE



BLACK DOUBLE
THIN STRIPE
(Available in White)



RED DOUBLE
THIN STRIPE



AMERICAN FLAG



CANADIAN FLAG



ITALIAN FLAG



MEXICAN FLAG





Second Skins

ROOF GRAPHICS.

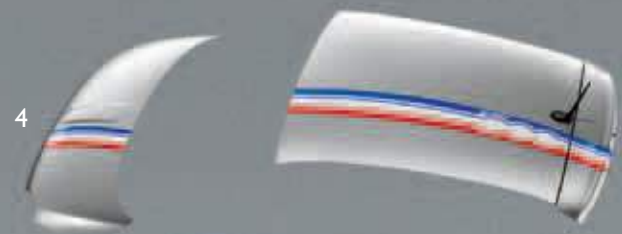
This is a car that was built to season to taste. Each and every graphic adds a dose of spice to your specific order. All graphics are made of the highest quality 3M™ material.

- | | | |
|-------------------|--------------------------------|-----------------------------|
| 1. RED CHECKER | 4. RED/WHITE/BLUE | WHITE DOUBLE RACING STRIPES |
| 2. BLACK CHECKER | 5. RED/WHITE/GREEN | (Not shown.) |
| 3. BLACK BAR CODE | 6. BLACK DOUBLE RACING STRIPES | WHITE BAR CODE (Not shown.) |

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 to last as long as you want, and can be removed when you're ready for a new look.

- | | | |
|------------------------|---------------------|----------------------------------|
| 7. RED RACING STRIPE | 9. RED/WHITE/BLUE | WHITE RACING STRIPE (Not shown.) |
| 8. BLACK RACING STRIPE | 10. RED/WHITE/GREEN | |



BODYSIDE MOLDING INSERTS.

As a general rule, it's difficult to get excited about moldings, but these bodyside combinations are exceptions to the rule.

- | | | |
|---------------------------|------------------------------|-----------------------------|
| 11. RED CHECKER | 14. RED CHECKER/BLACK DOT | 17. BLACK 500 LOGO |
| 12. BLACK CHECKER | 15. RED/WHITE/GREEN 500 LOGO | 18. RED LINE BLACK 500 LOGO |
| 13. BLACK CHECKER/RED DOT | 16. RED 500 LOGO | 19. BAR CODE |



Wheels Up



PREMIUM WHEELS.

Each custom wheel is machined to match exact specifications of the FIAT® 500 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^{1,2}
- 2. 16-INCH BLACK PAINTED 5-SPOKE WHEEL²
(Shown with White Wheel Pocket Insert.)
- 3. 16-INCH SILVER PAINTED 5-SPOKE WHEEL²
(Shown with Red Wheel Pocket Insert.)

¹ Does not accept Wheel Pocket Inserts.
² Late availability.

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

Rack On



1 REAR WINDOW-MOUNT SNOWBOARD CARRIER. Show your stick some love. This Rear Window-Mount Snowboard Carrier¹ holds up to two snowboards and features integrated locks for easy loading and unloading. Mounts to Removable Rear Window Rack, sold separately.

2 REAR WINDOW-MOUNT SKI CARRIER. Take the triple lift. This Rear Window-Mount Ski Carrier¹ whisks three pair of skis up to the mountains. Features integrated locks for easy loading and unloading. Mounts to Removable Rear Window Rack, sold separately.

3 REMOVABLE REAR WINDOW-MOUNT RACK KIT.¹ The first step to any adventure. This rack attaches, detaches, and stores easily, all while adding a level of confidence that makes it unnecessary to keep checking your rearview. For use with all of our Rear Window-Mount Carriers.

¹ Properly secure all cargo.



4 ROOF-MOUNT BIKE CARRIER.¹ This rack was built to go above and beyond. Extra-large rubber inserts help protect bike surfaces. The Fork-Mount style carries one bike securely by the front fork and rear wheel. The Upright style carries one bike locked by the frame with both wheels secured. Mounts to Removable Roof Rack, sold separately.

5 MOLDED SPLASH GUARDS Let the mudslinging roll right off with these deluxe Molded Splash Guards that protect the lower body. For rear-wheel well only.

Vehicle shown with 16-Inch Black Painted 5-Spoke Wheel with Red Wheel Pocket Insert and Chrome Fuel Filler Door.

Get Out



Vehicle shown with Side Window Air Deflector and 16-Inch Black Painted 5-Spoke Wheel with Chrome Wheel Pocket Insert.
1 Properly secure all cargo.

2 ROOF TOP CARGO CARRIER.¹ Here's to holding your gear in the highest regard. This heavy-duty nylon carrier is weatherproof and secures with four strong adjustable tie-down straps. Soft-sided for easy storage; easy to mount, easy to remove. Mounts to Removable Roof Rack, sold separately.

3 ROOF-MOUNT SKI AND SNOWBOARD CARRIER.¹ Shredder approved. Holds skis, snowboards or a combination of the two (yes, they can co-exist). Oversized push button makes opening easy for gloved hands. Features corrosion-resistant lock covers. Mounts to Removable Roof Rack, sold separately.



4 HITCH-MOUNT BIKE CARRIER.¹ Two-wheelers rejoice. This carrier mounts to the Bike Receiver (sold separately) and easily handles two bikes. It folds down to allow your vehicle's liftgate to open without having to remove your bikes. Both styles feature carrying clamps with rubber inserts and a bolt that locks the carrier to your vehicle.



Style Starts Here

Thanks to easily changeable FIAT® key covers, you can take a piece of the car'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 colors:

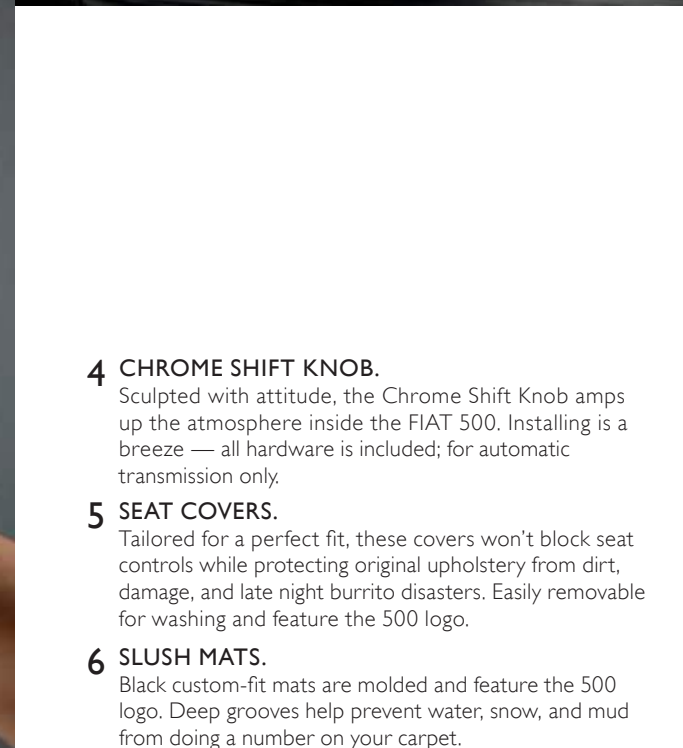
Blue solid/Black with graphic
Red solid/Red with graphic
500 logo/Checker



1 CARBON FIBER 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-trim seats with embroideries, piping, two-tones, suede and many different colors. 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 24-ounce luxury floor mats are custom-fit for the interior and feature the 500 logo. The rubber-nibbed backing keeps the mats firmly in place. Thank you, nibs.



4 CHROME SHIFT KNOB.
Sculpted with attitude, the Chrome Shift Knob amps up the atmosphere inside the FIAT 500. Installing 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 molded and feature the 500 logo. Deep grooves help prevent water, snow, and mud from doing a number on your carpet.





1



2



3



4

1 FIAT® 500 CABRIO WINDSCREEN.

Change the forecast from high winds to all-inclusive resort breeze with this windscreen for the FIAT 500 Cabrio. Reduces wind buffeting while driving with the top down. Black mesh with 500c logo.

2 ROADSIDE SAFETY KIT.

With this kit it's safe to say you'll feel secure wherever your travels take you. Contents include: a safety flashlight, fleece blanket, six-gauge jumper cables, safety triangle, flat and Phillips screwdrivers, pliers, two bungee cords, and gloves.

3 DOOR SILL GUARDS.

Step up your style. Brushed stainless steel guards shine with the 500 logo and enhance the appearance of your vehicle while protecting all door sills from scratches.

4 CARGO AREA NET!

Seize the day — and your cargo — with this Black nylon net that fastens to tie-down loops and keeps items from rolling around your cargo area.

1 Properly secure all cargo.



CUSTOM DUST COVER.

The garage can be a cruel, cruel place. The FIAT® 500 gets extra coverage with this dust cover featuring a vintage FIAT image. For indoor use only.



REAR PARK ASSIST.¹

This advanced system utilizes digital technology to assist you when slowly backing up your vehicle during parking maneuvers. The rear fascia-mounted sensors emit ultrasonic sound waves to a distance of six feet. Three different warning tones and a visual alert help identify your vehicle's distance to an object.

¹ Always check entire surroundings before backing up. ² Properly secure all cargo.



ADDITIONAL ACCESSORIES:

Locking Gas Cap
Receiver Plug
Spare Tire Kit
Vehicle Cover
Wheels Locks
With many more coming ...

1 SIDE WINDOW AIR DEFLECTORS.

Your window will be down with these deflectors. Easily installed tinted deflectors follow the contours of the windows and let you crack them no matter the conditions.

2 REAR CARGO ORGANIZER.²

You'll want to buy a few of these: Collapsible Cargo Tote features the FIAT® logo, convenient carry handles, skid-resistant rubber bottom, snap-in dividers for modular storage, easy-to-clean surface, and it folds down to portable size.

3 KICKER® SOUND SYSTEM.

This dog definitely knows how to bark. The KICKER amplifier and subwoofer are specifically designed for FIAT 500. KICKER parts install easily; no cutting or soldering is required.

4 FRONT END COVER.

Let's say you want to protect your vehicle like a new mom with a set of triplets in the sun: this Front End Cover protects against bugs, dirt, and other road debris. Designed to securely fit the contours of the front end, this two-piece construction allows the hood to be opened without removing the cover.



Wired In

1 | GARMIN® nüvi® 3790T. Garmin's top-of-the-line system is an ultra-thin Bluetooth® wireless-based navigator with everything needed for convenient travel: speech recognition, nuRoute™ technology, 3-D terrain view, lane assist with junction view, FM lifetime traffic, preloaded street maps for North America, spoken street names, Where Am I? locator, plus photo navigation, ecoRoute™ and pedestrian navigation options, all on a widescreen multi-touch glass display.

GARMIN nüvi 3760T. FIAT® owners know who they are. Now you'll know exactly where you are with this Garmin ultra-thin navigator. Features nuRoute™ technology with TrafficTrends™ and myTrends™ automatic self-learning, and arrival time estimate. (Not shown.)

2 | AMBIENT LIGHTING. You can't control traffic, but you can control the mood inside the cabin. These LED lights mount under the dash to add a perfect amount of accent lighting to both the driver and front-passenger footwells. Eight color settings and low/high lighting intensity let you select **one** perfect interior ambience.

ELECTRONIC VEHICLE TRACKING SYSTEM (EVTS). Thieves, think twice. EVTS works 24/7 with nationwide coverage to keep track of your vehicle using a GPS-enabled real-time tracking system. It also monitors the speed, history and security of your vehicle. Optional upgrades include Emergency Service Dispatch and OnCall™ on-board panic button. Speed and distance parameter settings with text alerts, unlimited online tracking and full concierge service are also offered. (Not shown.)

UCONNECT WEB. Create a rolling Internet café with Uconnect Web! Passengers can all separately access the Web on the go. In-vehicle router receives 3G broadband Internet, allowing access to social media, maps and directions, email, online games, music and more. Works with any WiFi-enabled device. Subscription required; sold separately. (Not shown.)

1 The Uconnect Web feature is not intended for use by the driver while the vehicle is in motion.

500
specs

	500			500c	
	POP	SPORT	LOUNGE	CABRIO POP	CABRIO LOUNGE
POWERTRAIN					
Engines —					
1.4L 16v MultiAir® Engine with 101 hp @ 6,500 rpm and 98lb-ft @ 4,000 rpm	S	S	S	S	S
Drive system — Front Wheel Drive (FWD)	S	S	S	S	S
Transmission —					
Five-speed manual transmission	S	S	—	S	—
Six-speed automatic transmission with AutoStick	O	O	S	O	S
MECHANICAL					
Alternator — 105-amp	S	S	S	S	S
Antilock 4-Wheel Disc Brake System (ABS)	S	S	S	S	S
Battery — 500 CCA-maintenance free	S	S	S	S	S
Electronic Power Steering (EPS) and variable-speed assisted sensitivity	S	S	S	S	S
Electronic Throttle Control (ETC)	S	S	S	S	S
Engine block heater	O	O	O	O	O
Speed control with steering wheel mounted controls	S	S	S	S	S
Sport mode	S	S	S	S	S
Suspension Architecture — Front					
MacPherson suspension, coil spring with twin-tube shock absorbers and stabilizer bar	S	S	S	S	S
Suspension Architecture — Rear					
Rear twist-beam axle with coil springs and twin-tube shock absorbers	S	S	S	S	S
Suspension Tuning —					
Touring-tuned suspension	S	—	S	S	S
Sport-tuned suspension	—	S	—	—	—
EXTERIOR					
Antenna —					
Roof mounted	S	S	S	—	—
Windshield mounted	—	—	—	S	S
Bi-halogen projector headlamps	S	S	S	S	S
Body color mirrors — power-adjustable, heated, foldaway	S	S	—	S	—
Chromed mirrors — power-adjustable, heated, foldaway	—	—	S	—	S
Chromed door handles and exhaust tip	S	S	S	S	S
Compact spare tire	O	O	O	O	O
Daytime Running Lamps (DRL) — programmable	S	S	S	S	S
Driver's side spotter mirror	—	S	S	S	S
Fog lamps	—	S	S	—	S
Power sunroof vent and one-touch express open	O	O	O	—	—
Rear window washer and wiper	S	S	S	—	—
Red-painted brake calipers	—	S	—	—	—
Retractable canvas top - three position	—	—	—	S	S
Spoiler — liftgate mounted, body color	—	S	—	—	—
Tire repair kit	S	S	S	S	S
Variable-intermittent windshield wipers	S	S	S	S	S
Wheels/Tires —					
15-in. steel wheels with tech silver painted wheel covers / 185/55 R15 BSW All-Season Touring	S	—	—	S	—
15-in. aluminum, five oval spoke silver painted / 185/55 R15 BSW All-Season Touring	O	—	—	O	—
15-in. aluminum, nine split-spoke silver painted / 185/55 R15 BSW All-Season Touring	—	—	S	—	—
15-in. aluminum, premium silver painted / 185/55 R15 BSW All-Season Touring	—	—	O	—	O
15-in. aluminum, seven spoke silver painted / 185/55 R15 BSW All-Season Touring	—	—	—	—	S
16-in. aluminum with polished face and dark mineral gray painted pockets/ 195/45R16XL BSW All-Season Performance	—	S	—	—	—
INTERIOR					
12-volt power outlet	S	S	S	S	S
50/50 split/fold-down rear seat	S	S	S	S	S
Air conditioning	S	S	S	S	S
Auto-dimming rear-view mirror	—	—	P	—	P
Automatic temperature control	—	P	S	—	S
Cabin air filtration	S	S	S	S	S
Driver's seat armrest, manual height adjuster with easy entry and seatback memory	S	S	S	S	S
Electronic Vehicle Information Center (EVIC) with trip computer, outside temperature, average fuel economy, distance-to-empty, low fuel, service interval and driving range	S	S	S	S	S
Floor mats — premium with embroidered "500" logo	S	S	S	S	S
Front-passenger assist handle	—	S	S	S	S
Front power door locks and windows with express one-touch down	S	S	S	S	S
Headliner — front overhead map lights, sun visors with vanity mirrors, rear coat hooks	S	S	S	S	S
Heated driver - and front-passenger seats (automatic transmission only)	—	P	P	—	P

	500			500c	
	POP	SPORT	LOUNGE	CABRIO POP	CABRIO LOUNGE
INTERIOR (CONTINUED)					
Leather-wrapped steering wheel	S	S	S	S	S
Manual day/night adjust rearview mirror	S	S	S	S	S
Rear cargo area lamp and shelf panel	S	S	S	S	S
Rear-window defroster	S	S	S	S	S
Remote keyless entry	S	S	S	S	S
Shift knob — black	S	—	—	S	—
Shift knob — chromed accent	—	S	—	—	—
Shift knob — leather-wrapped	—	—	S	—	S
Steering column with manual tilt	S	S	S	S	S
Storage — three front-passenger and two rear-passenger cupholders, door map pockets, front seatback pockets, front glovebox	S	S	S	S	S
Windscreen	—	—	—	O	O
INTERIOR SEATING & COLORS					
Cloth Seats —					
Grigio/Nero (Gray/Black)	S	—	—	S	—
Grigio/Avorio (Gray/Ivory)	S	—	—	S	—
Marrone/Avorio (Brown/Ivory)	S	—	—	S	—
Rosso/Nero (Red/Black)	S	—	—	S	—
Rosso/Avorio (Red/Ivory)	S	—	—	S	—
Interior Environment —					
Avorio/Grigio (Ivory/Gray)	S	—	S	S	S
Nero/Grigio (Black/Gray)	S	S	S	S	S
Premium Cloth Seats —					
Avorio/Nero (Ivory/Black)	—	—	S	—	S
Grigio/Nero (Gray/Black)	—	—	S	—	S
Premium Leather Seats —					
Marrone/Avorio (Brown/Ivory)	—	—	P	—	P
Nero (Black/Black)	—	—	P	—	P
Rosso/Nero (Red/Black)	—	—	P	—	P
Rosso/Avorio (Red/Ivory)	—	—	P	—	P
Sport Cloth Seats —					
Nero/Nero (Black/Black)	—	S	—	—	—
Nero/Marrone (Black/Brown)	—	S	—	—	—
MULTIMEDIA & ENTERTAINMENT SYSTEMS					
AM/FM/CD/MP3 audio system	S	S	S	S	S
Auxiliary input jack	S	S	S	S	S
BLUE&ME™ Hands-Free Communication includes voice-activated communication system with Bluetooth® phone capability	S	S	S	S	S
Bose® Energy Efficiency Series (EES) premium high-performance audio system with six speakers and subwoofer	P	S	S	P	S
eco:Drive™ Application	S	S	S	S	S
SIRIUS® Satellite Radio (includes 1-year free subscription)	P	O	S	P	S
TomTom® Navigation unit with a 4.3-in. touch screen	—	O	O	—	O
USB Port with iPod® Control	S	S	S	S	S
SAFETY & SECURITY					
Air Bags (7) —					
Advanced multi-stage driver - and front-passenger	S	S	S	S	S
Driver- and front-passenger seat-mounted side air bags (pelvic-thorax)	S	S	S	S	S
Driver inflatable knee air bag	S	S	S	S	S
Front and rear side-curtain	S	S	S	S	S
Brake assist and all-speed traction control system	S	S	S	S	S
Brake/Park interlock (with six-speed automatic transmission)	S	S	S	S	S
Child Seat Anchor System (LATCH)	S	S	S	S	S
Clutch-brake interlock (with five-speed manual transmission)	S	S	—	S	—
Electronic Brake-Force Distribution (EBD)	S	S	S	S	S
Electronic Stability Control (ESC)	S	S	S	S	S
Energy management system and Intelligent Battery Sensor (IBS)	S	S	S	S	S
Hill start assist	S	S	S	S	S
Reactive head restraints — front	S	S	S	S	S
Rear park assist	—	—	P	S	S
Sentry Key® engine immobilizer — theft-deterrent system	S	S	S	S	S
Seat belts — three-point for all positions	S	S	S	S	S
Tire-Pressure Monitoring (TPM) System	S	S	S	S	S
Vehicle theft security alarm	P	P	S	P	S

S = STANDARD O = OPTIONAL P = PACKAGE

	500			500c	
	POP	SPORT	LOUNGE	CABRIO POP	CABRIO LOUNGE
PACKAGES					
Bose® Energy Efficiency Series (EES) premium high-performance audio system with six speakers and subwoofer and Bose® Premium Audio Package — includes vehicle theft security alarm, SIRIUS® Satellite Radio (1-year free subscription)	O	—	—	O	—
Convenience Group — includes heated driver- and front-passenger seats (automatic transmission only), auto-dimming rear-view mirror and rear park assist (500 only)	—	—	O	—	O
Luxury Leather Package — includes leather-trimmed seats, heated driver- and front-passenger seats, auto-dimming rear-view mirror and rear park assist (500 only)	—	—	O	—	O
Safety & Convenience Package — includes automatic temperature control, vehicle theft security alarm (includes heated front seats with six-speed automatic transmission), compact spare tire	—	O	—	—	—
Safety & Sound Package — includes vehicle theft security alarm and SIRIUS® Satellite Radio (1-year free trial)	—	O	—	—	—
Smokers Package — includes cigar lighter and removable ash tray	O	O	O	O	O

DIMENSIONS (INCHES UNLESS OTHERWISE SPECIFIED)	
Cargo volume, cu. ft. (EPA)(500/500c) — with rear seats folded down	27.2/23.4
Curb weight, lbs. (manual/automatic)	2,363/2,434
EPA Estimated Fuel Economy (City/Highway)	
Five-speed manual	30/38
Six-speed automatic (500)	27/34
Six-speed automatic (500c)	27/32
Fuel tank capacity, gal.	10.5
Headroom front (with/without sunroof)	37.6/38.9
Headroom rear	35.6
Height	59.8
Hip room (front/rear)	47.9/42.6
Legroom (front/rear)	40.7/31.7
Length	139.6
Seating capacity (front/rear)	2/2
Shoulder room (front/rear)	49.4/46.4
Wheelbase	90.6
Width	64.1



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(1) EPA estimated 30 CTY and 38 HWY MPG. Actual mileage varies. (2) Always use BLUE&ME™ in a safe manner; with eyes on the road and hands on the wheel at all times. (3) Consult local ordinances on affixing TomTom navigation in appropriate location. (4) 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 behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (5) Always check entire surroundings before backing up. (6) Sirius services require subscriptions, sold separately after 12-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com. If you decide to continue your SiriusXM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. SiriusXM U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, D.C. with Sirius also available in PR. Go to www.siriusxm.com/traffic for available coverage. © 2011 SiriusXM Radio Inc. (7) FIAT FORWARD CARE standard on all models. See dealer for a copy of the limited warranty.