



fiatusa.com/gucci

Founded in Florence in 1921, Gucci has become renowned the world over as a name synonymous for luxury, Italian craftsmanship and glamour. In 2007, fifty years after its debut, another Italian legend — the iconic FIAT 500 — was reborn to outstanding acclaim. This storied model looks at the world from a new perspective. A pop icon that symbolizes an everlasting appeal going far beyond the automotive world. Ironic, sporty, eccentric and elegant, hatchback or convertible, the 500 captures attention wherever it is seen. In the year that celebrates the 150th anniversary of the Unification of Italy and Gucci's own 90th anniversary, Gucci and FIAT have joined together to create the unique "500 by Gucci," a special edition model personalized by Creative Director Frida Giannini. A true marriage of Italian design and style. Unique details and exclusive materials make the 500 by Gucci one-of-a-kind. Available in pearlized black and white, with Gucci's iconic green-red-green web motif on the side, on the roof and on seat belts. Added distinction is provided by alloy rims, a Guccissima leather driving wheel and seats and a GG gear stick and center caps. Gucci Creative Director Frida Giannini has also designed a 500byGucci collection of casual wear, luggage, sunglasses and other accessories to complete the look.

Ready to hit the road?





























	500 GUCCI NERO	500 GUCCI BIANCO	500c GUCCI NERO	500c GUCCI BIANCO
EXTERIOR COLORS				
Gucci Nero	•		•	
Gucci Bianco		•		•
15" ALUMINUM WHEELS				
Gucci Nero with Green Brake Calipers	•		•	
Gucci Bianco with Green Brake Calipers		•		•
LEATHER FABRIC SEATS				
Black surrounds and top half 500 written in white. White leather central inserts with embossed Guccissima graphics and Gucci web. Black tone-on-tone stitching.	•		•	
Ivory surrounds, black top half with 500 written in ivory. Black leather central inserts with embossed Guccissima graphics and Gucci web. Ivory tone-on-tone stitching.		•		•
GEAR KNOB				
Gucci knob	•	•	•	•
STEERING WHEEL				
Black leather with top part in white and new black tone-on-tone thread stitching.	•		•	
Ivory leather with top part in black and new ivory tone-on-tone thread stitching.		•		•
FABRIC COLOR				
Black surrounds and top half, white central inserts.	•		•	
Ivory surrounds, black top half and central inserts.		•		•
INTERIORS				
Black with dashboard featuring matte soft white fascia; Chrome details Black door panels.	•		•	
Pale with dashboard featuring matte soft black fascia; White gold details Ivory door panels.		•		•
SOFT TOP COLOR				
Nero			•	•
ENGINE				
1.4L 16v MultiAir® Engine	•	•	•	•
MAX POWER				
101 Horsepower at 6,500 rpm	•	•	•	•
MAX TORQUE				
98 lb-ft at 4,000 rpm	•	•	•	•
TRANSMISSION				
6-speed automatic transmission	•	•	•	•
STANDARD EQUIPMENT				
BLUE&ME™ Hands-Free Communication with iPod,® USB & MP3 Interface ⁽¹⁾	•	•	•	•
Security alarm system	•	•	•	•
SiriusXM™ Satellite Radio	•	•	•	•
Bose® Energy Efficient Series premium high-performance audio system	•	•	•	•
7 Air Bags ⁽²⁾	•	•	•	•
Electronic Stability Control ⁽³⁾	•	•	•	•
Electronic Vehicle Information Center	•	•	•	•
Hill Start Assist	•	•	•	•
Speed control	•	•	•	•
Automatic Temperature Control	•	•	•	•
Air conditioning	•	•	•	•
Heated front seats	•	•	•	•
Power sunroof	•	•		
Leather steering wheel with audio controls	•	•		•
Bright chrome exterior accents	•		•	
Satin chrome accents		•		•
Painted side protectors	•	•	•	•
Chrome kit	•	•	•	•

	500 GUCCI NERO	500 GUCCI BIANCO	500c GUCCI NERO	500c GUCCI BIANCO
STANDARD EQUIPMENT (cont)				
Fog lamps	•	•	•	•
Bi-Halogen headlamps	•	•	•	•
Power windows, locks, mirrors	•	•	•	•
OPTIONAL EQUIPMENT				
TomTom Navigation System ⁽⁴⁾	•	•	•	•
Smoker's Group	•	•	•	•
Engine Block Heater	•	•	•	•
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 Estimate Fuel Economy (City/Highway) ⁽⁵⁾				
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) Always use Blue&Me in a safe manner, with eyes on the road and hands on the wheel at all times. (2) The Advanced Front Air Bags in this vehicle are certified to the new U.S. federal regulations for advanced air bags. Children 12 years and younger should always ride buckled up in a rear seat. Infants in the rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. (3) 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. (4) Consult local ordinances on affixing TomTom navigation in appropriate location. (5) EPA estimated 27 CTY and 34 HWY mpg for six-speed automatic (500) and 27 CTY and 32 HWY MPG for six-speed automatic (500c). Actual mileage varies.

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