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## The New Fiat 500 1957 Edition Arriving Soon in FIAT Studios

- Order allocations open this week, with the 2014 Fiat 500 1957 Edition arriving in studios in late spring
- New 2014 Fiat 500 1957 Edition offers vintage Italian styling starting at $20,400 U.S. MSRP
- Limited-production model builds on the Fiat 500's storied past with unique exterior and interior design elements
- Novel exterior appearance, three classic exterior colors, 1957-era body color wheel design, Bianco-painted roof and vintage "FIAT" emblems pay homage to the historic Fiat Nuova 500

March 7, 2014, Auburn Hills, Mich. - Italian car and design fans looking for a taste of the historic Cinquecento won't have to wait much longer. Today the FIAT brand opened orders for the 2014 Fiat 500 1957 Edition, arriving in FIAT studios nationwide in late spring. Pricing for this well-equipped limited-production model starts at $20,400 U.S. MSRP, just $1,900 more than a base Fiat 500 Lounge.

"Combining iconic Italian design and vintage styling with modern European technology, the 2014 Fiat 500 1957 Edition is inspired by the spirit of the original 1957 Nuova 500 and offers customers the opportunity to own and drive a vehicle that celebrates Italian automotive history," said Jason Stoicevich, Head of FIAT Brand for North America, Chrysler Group LLC.

The Fiat 500 1957 Edition includes a sport-tuned suspension for improved handling, 16" forged aluminum wheels with a retro body color design, throwback "FIAT" badging and a premium Marrone (brown) and Avorio (ivory) leather interior.

The model is available in three classic exterior colors: Bianco (white), Verde Chiaro (light green) and exclusive Celeste (celestial blue). For a two-tone look, Verde Chiaro and Celeste exteriors are paired with a signature Bianco painted roof and mirror caps.

**About the 2014 Fiat 500 1957 Edition**

There's a romance about Italian cars, brands, fashion and design that make goods from this artisan nation among the most coveted around the globe. Since 1957, the Fiat 500 has embodied all four, empowering the Cinquecento to become one of the most iconic automobiles of all time. Fifty-seven years later, and with sales in more than 100 countries, the 2014 Fiat 500 1957 Edition commemorates its roots in uniquely crafted detail.

Based on the 2014 Fiat 500 Lounge model, the 1957 Edition enhances its iconic silhouette with a vintage look, thanks to classic exterior colors for this limited-edition Cinquecento, including Bianco (white), Verde Chiaro (light green) or Celeste (celestial blue). Inspired by the 1957 Fiat "Nuova" Cinquecento, an exclusive 16-inch retro wheel design features a wide chromed lip, body-color accent and large center cap with historic "FIAT" emblem. For improved handling, a sport-tuned suspension and all-season performance tires are standard. Completing the look are throwback "FIAT" badges on the front fascia and rear liftgate.

Continuing the 1957 Edition's vintage look is an Avorio (ivory) interior environment contrasted by premium Marrone (brown) leather seats. Avorio accent stitching vertically crosses the seatbacks and seat cushions, while detailed stitching at the perimeter adds to the Cinquecento's craftsmanship. For added contrast, Grigio (grey) door panels feature a unique Avorio inner panel, while Marrone door armrests and shift boot (with manual transmission) are color-keyed to the leather seats for a harmonious look. An exclusive Avorio leather-wrapped steering wheel is hand-stitched with Marrone leather on the "inner ring," and features a retro "FIAT" badge, illustrating how FIAT brand takes craftsmanship to heart. Adding to the historic theme is a uniquely styled key fob with Marrone casing and Avorio-

painted "1957" graphic. For driving enjoyment, the six-speaker and 276-watt FIAT premium audio system with SiriusXM Radio is also included.

The 2014 Fiat 500 1957 Edition features the innovative 1.4-liter MultiAir engine and C514 five-speed manual transmission, delivering an EPA estimated 31 miles per gallon (mpg) city and 40 mpg highway. Like all FIAT products, engaging dynamics are essential, and the 1957 Edition includes a driver-selectable "Sport" mode on the instrument panel to unleash a more aggressive throttle map. Additionally, an optional six-speed automatic transmission with driver-selectable gear changes is also available. In Sport mode, the automatic transmission offers a more aggressive shift schedule and throttle map for improved engine responsiveness.

**About the historic Fiat Nuova 500**

The Nuova 500 was the fruit of a strategy designed to develop and revamp Fiat's product range, embarked upon by the company during World War II. While the city of Turin was still being targeted by Allied air raids, and the company's Mirafiori offices were occupied by German troops, Vittorio Valletta, Fiat Managing Director and later company Chairman (after the death of Fiat's founder Giovanni Agnelli), asked Dante Giacosa to start thinking of new cars that could go into production after the war. The result would be the Cinquecento, an automobile that delivered on its mission to provide efficient and affordable mobility during Italy's period of rebuilding and economic recovery.

The Fiat Nuova 500 was "the right car at the right time," and on July 4, 1957, the hatchback marked the rebirth of FIAT and its product range. Exactly 3,893,294 examples of the historic Cinquecento were built between 1957 and 1975, helping to provide an attainable car for Italians and numerous other Europeans. After 18 years of production, the last Fiat Nuova 500 was built on August 4, 1975, at the SicilFiat plant in Termini Imerese (Palermo, Sicily).

For more historic Fiat 500 information, please visit:
http://media.chrysler.com/newsrelease.do?id=9707&mid=&searchresult

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