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The Right Car at the Right Time

June 22, 2011, Auburn Hills, Mich. - *"The new Fiat 500 changes the rules of personal transportation and delivers a new sense of individual expression and opportunity."* — Laura Soave

Beautiful Italian styling combined with timeless functionality, efficient design and innovative technology – these are the attributes that made the original Fiat 500 (Cinquecento) a timeless icon. More than 50 years later, the same qualities make the new 2012 Fiat 500 relevant for an entirely new generation of drivers.

"The Fiat 500 has always been the right car at the right time," said Laura Soave, Head of Fiat Brand North America. "The new Fiat 500 brings something truly unique to a fast-growing segment in America, delivering Italian-by-design function, value and efficiency intelligently tailored for our market."

Fiat's successful small car formula worked then and still works now

Like the original Cinquecento, the new Fiat 500 showcases the brand's ingenuity to build world-class small cars that ignite a spirit of the times through simple design, beautiful craftsmanship and timeless value. As a result, the Fiat 500 has continued to surprise and delight customers worldwide for more than 50 years.

Satisfying the individual mobility need for Italians and other Europeans after the Second World War, the original Fiat 'Nuova' 500 became a catalyst in 1957 for the country of the 'poor but beautiful' to be not quite as poor. With almost 4 million examples produced between 1957 and 1975, the small and efficient Fiat 500 succeeded in providing an affordable, comfortable and reliable transportation solution while helping to ignite Italy's post-war economic recovery.

More than 50 years later, and thanks to its stylistic and modern technological features, the new Fiat 500 represents the spark of another milestone along the lasting process of expansion. And this is where history starts again.

The 2012 Fiat 500 caters to a new generation of Americans who want their vehicle to be as engaging, individualized, ecologically responsible and technologically savvy as they are.

"Like the original Cinquecento a half-century ago, the new Fiat 500 changes the rules of personal transportation and delivers a new sense of individual expression and opportunity. At a time when America is getting back to basics with a fresh awareness of the environment around, the new Fiat 500 identifies with today's minimalistic attitude and delivers with state-of-the-art eco-friendly technology wrapped in world-class quality, craftsmanship and style," added Soave.

This modern-generation Fiat 500 offers safety, fuel economy, quality and advanced technology perfectly balanced with iconic Italian style. With its city-friendly four-passenger A-segment size, engaging driving dynamics, all-new fuel-efficient 1.4-liter Fiat MultiAir® engine delivering up to 38 highway mpg and a best-in-class 30 mpg city (with manual transmission), standard state-of-the-art BLUE&ME™ Handsfree Communication technology, seven standard air bags and new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission, the 2012 Fiat 500 offers a driving and ownership experience unlike anything available today.

Reminiscent of the original Cinquecento, the 2012 Fiat 500 builds on the vehicle's global popularity. Since its initial launch in 2007, more than 500,000 Fiat 500 vehicles have been sold in more than 80 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned 60 international awards, including being named the 2008 European Car of the Year.

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