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## **New 2012 Fiat 500 - EXTERIOR DESIGN**

February 22, 2011, Auburn Hills, Mich. - The new 2012 Fiat 500 is the manifesto of the 'new Fiat,' a model that represents a new approach to personal transportation with its modern and simple design aesthetic, numerous personalization options, fashionable Italian flair and world-class craftsmanship. More than 50 years after the original icon, the new Fiat 500 once again highlights Fiat's forward thinking, perfectly tailoring a car for America's new sense of efficiency, individuality and style.

"Capturing the original Cinquecento's iconic looks and smart packaging in a contemporary, no-nonsense design, the new 2012 Fiat 500 is artfully blended with technical, cultural and creative aspects in a vehicle that is exactly right for the times," said Roberto Giolito, Head of Fiat Style. "Personally, I like to think of the Fiat 500 as the automotive equivalent of the iPod - sleek, simple, functional, user-friendly and inspired."

The new Fiat 500 respects the original Cinquecento innovative shape and function and evokes all of the emotions and memories that make any icon eternal and rise beyond traditional categories or paradigms. Even more importantly, the new Fiat 500 delivers exclusive Italian design and innovations to the American market.

### **Designed for the metro**

The new 2012 Fiat 500 features city-friendly proportions and iconic Cinquecento cues, wrapped in modern Italian styling that conveys simplicity and strength.

Thanks to its short overhangs, bodyside made up of several superimposed layers and 'shell-like' roof, the new Fiat 500 features unmistakable proportions and a number of aesthetic features to give it an 'appealing' air while conveying solidity and robustness.

With its signature 'whiskers and logo' face, new circular projector headlamps and lower park lamps, the new 2012 Fiat 500 combines the family resemblance of the latest Fiat models with the distinctive elements of the original Cinquecento in stylistic harmony. To show its road-holding stance, the vehicle's front fascia tapers outward toward its large wheel arches and features horizontal chromed trim for an added touch of sophistication. Illustrating how the Fiat 500's form follows function, the upper fascia features a horizontal cooling duct for added design character and providing additional engine cooling, while the lower 'honeycomb' style grille integrates road-brightening fog lamps.

The new Fiat 500's body-side A-line slopes slightly at the front for a dynamic look, while its lateral section features clean surfaces and flared wheel arches to deliver a modern interpretation of the historic 500. To keep its design simple, the hood-to-fender seam is elegantly cut at the A-line. Filling the wheel wells are five unique wheel designs ranging from 15 inches to a sporty 16 inches with the '500' logo on the center caps. For more design character, new bi-halogen projector headlamps and restyled taillamps are visible from the side profile thanks to the way the Fiat 500's rounded sides link up to the front and rear. Providing enhanced durability, new lower-sill spats protect the bodyside from stone chips. Finishing the iconic profile, the roof pillars and shadow-line window molding form a continuous arc to neatly hide the upper edge of the doors.

Even the rear of the new Fiat 500 is stylized with its new signature chromed license plate brow, a motif from the original Cinquecento that was inspired by a bicycle saddle. To keep the rear design clean, the rear taillamps are neatly set between the edges of the liftgate, and the lighting functions are divided vertically following the door's cutline. For a contemporary look, the Fiat 500's rear window spans the width of the liftgate and meets cleanly at the pillar.

### **New Fiat 500 Sport features sportier exterior treatment**

Matching its sport-tuned suspension, the Fiat 500 Sport features an all-new athletically styled front and rear fascia

with larger 'honeycomb' grilles and flared aerodynamic treatment. Between its unique 16-inch aluminum wheels with Mineral Gray painted pockets, this Fiat 500 incorporates new bodyside sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle's design are Performance Red painted brake calipers, a chromed exhaust tip and gloss black shadow-line window trim.

#### **Glass roof stylistically reinterprets the past**

With modern functionality and design, the available glass roof on the new 2012 Fiat 500 gives a nod to the past with design references from the historic model. The famous canvas roof of the past has been replaced by a four-season-friendly glass roof. For a near seamless and harmonious design with the windshield, the sunroof (available in a fixed version or powered) delivers a linear and luminous roof design while providing additional highlights of the pillars' two arcs. Like the original Cinquecento, the new Fiat 500 with power sunroof maximizes outward visibility so its passengers can enjoy the beautiful world around.

#### **Fourteen vivid and trendsetting exterior paint colors**

The styling of the new 2012 Fiat 500 will be completed by a broad choice of metallic, non-metallic and pearl (tri-coat) paint colors. For maximum character, the Fiat 500 will be available in 14 vivid hues, including colors inspired by the vintage appeal of the first 500. True to the vehicle's heritage, the available colors in Italian include: Nero (black), Rosso (red), Bianco (white), Azzurro (blue), Grigio (gray), Argento (silver), Giallo (yellow), Mocha Latte, Verde Chiaro (light green), Rame (copper), Espresso, Verde Oliva (olive green), Rosso Brillante (tri-coat pearl red) and Bianco Perla (pearl white).

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