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New 2012 Fiat 500 - MODELS & PERSONALIZATION

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New Fiat 500 Pop, Sport and Lounge models

The new 2012 Fiat 500 offers three exciting models infused with style, technology and convenience features to make life on the go more personalized and comforting.

"Loaded with Italian style, the 2012 Fiat 500 Pop, Sport and Lounge models provide customers with the perfect blend of emotional design, rational appeal, and a high level of standard features and personalization options," said Laura Soave, Head of Fiat Brand North America. "And with so many original ways to personalize every Fiat 500, our customers' individuality will be recognized wherever they go."

Fiat 500 Pop

Designed for the individual who wants Italian style, efficiency and personalization options, the new 2012 Fiat 500 Pop includes a manual transmission, 15-inch steel wheels with chrome-accented wheel covers and all-season tires, seven standard air bags, air conditioning, AM/FM/CD/MP3 radio with auxiliary audio input, power windows, power door locks, power heated mirrors, speed control and reconfigurable Electronic Vehicle Information Center (EVIC) with trip computer, miles-to-empty, average fuel economy and tire-pressure monitoring display (TPM).

Fiat 500 Sport

For the driving enthusiast who demands Italian style with sport-tuned suspension and more convenience features, the new 2012 Fiat 500 Sport model encompasses modified springs, shock tuning, steering calibration and exhaust tuning to deliver a more firm ride and responsive handling.

The Sport model also includes a manual transmission and (in addition to the Fiat 500 Pop features) distinctively styled front and rear fascias with larger 'honeycomb' grilles and flared aerodynamic treatment.

Between its unique 16-inch aluminum wheels with Mineral Gray painted pockets and all-season tires, the Fiat 500 Sport incorporates new bodyside sill cladding and a liftgate-mounted roof spoiler for a sporty appearance. Completing this athletic vehicle's design theme are Performance Red painted brake calipers attached to a sport-tuned suspension, chromed exhaust tip and fog lamps. Inside, the new Fiat 500 Sport features unique sport-styled seating in a Gray/Black interior environment, a BOSE® Energy Efficient Series audio system with six premium speakers and subwoofer, leather-wrapped steering wheel with audio controls, BLUE&ME™ Handsfree Communication technology with USB port, eco:Drive™ Application and iPod control capability.

Fiat 500 Lounge

Tailored for individuals who want their Fiat 500 to reflect their fashion-oriented lifestyles, the new 2012 Fiat 500 Lounge model features premium amenities (in addition to the Fiat 500 Pop features) including the all-new six-speed automatic transmission with driver-selectable gear changes, front- and rear-fascia chromed accents, chrome mirror caps, fog lamps, fixed glass roof, 15-inch aluminum wheels with all-season tires, premium cloth seats, leather-wrapped steering wheel with audio controls, SIRIUS Satellite Radio, BOSE® Energy Efficient Series audio system with six premium speakers and subwoofer, security alarm, BLUE&ME Handsfree Communication technology with USB port, eco:Drive Application and iPod control capability.

Unique style and personalization options

With 14 paint colors available in metallic, non-metallic and premium tri-coat pearl finishes, every new 2012 Fiat 500 will be distinct. In addition, the interior is available in two interior environments (Black or Ivory) with 14 unique seat color and material 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 dealership, including unique striping packages, exterior and interior styling accessories and authentic Fiat-styled merchandise.

Customers are now able to configure their own Fiat 500 on-line at <http://www.fiatusa.com>.

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