

## 2014 Fiat 500L: Design

- All-new Fiat 500L pays design homage to FIAT brand's history of innovative multifunctional vehicles
- Leveraging the iconic Cinquecento's DNA, the 2014 Fiat 500L delivers contemporary Italian design while expanding the 500's style, utility and personalization offerings
- "Cab forward" design complemented with segment-exclusive glass from A- to D-pillars and an available dual-pane panel sunroof to provide nearly 360-degree panoramic views
- Trendsetting interior style, combined with panoramic views and passenger spaciousness, deliver an exclusive urban "loft" feeling
- All-new Fiat 500L Trekking model delivers rugged styling with an aggressively designed exterior, and a specially appointed interior environment

June 27, 2013, Auburn Hills, Mich. - With its simplistic, purposeful and distinct Italian design, the all-new 2014 Fiat 500L embodies the brand's "Simply More" philosophy by reformulating its history of small-car ingenuity to meet the needs of growing families and those with active lifestyles through modern Cinquecento (500) style in unprecedented forms.

"Like the Fiat 500, the all-new Fiat 500L's strength and design personality traits are strong attributes to the iconicity of the Cinquecento family," said Roberto Giolito, Head of FIAT Brand Design. "With its versatility through design innovation, our new five-passenger Cinquecento further develops the brand identification while paying homage to clever city-friendly vehicles in FIAT's history."

### **Paying homage to the FIAT brand history of innovative multifunctional vehicles**

From Dante Giacosa's original Fiat 500 design in the 1950s to the "Simply More" principle FIAT Design has undertaken today, the design of the all-new 2014 Fiat 500L ties different moments and experiences of FIAT brand's innovations with iconic style for an even more spacious and versatile Cinquecento offering.

Under the guidance of Roberto Giolito, Fiat 500L designers looked back at the brand's traceable commitment to developing and evolving automobiles. The designers focused on the "vocation for invention" mantra that has been linked to FIAT Design through the ages and defines the success of Italian design throughout the world.

Developed on FIAT's new "small-wide" architecture, the all-new Fiat 500L includes some of the most radical and profoundly innovative design elaborations through a traceable sequence of previous models. The Fiat 500L pays homage to past FIAT models and styling features, including archetypical design features that inspired the historic 1956 Fiat 600 Multipla's clever city-friendly versatility. In addition, styling roots from previous models were included in the Fiat 500L project and hark back to the 1957 Fiat 500, 1972 Fiat 127, 1980 Fiat Panda, 1983 Fiat Uno, 1998 Fiat Multipla and the modern Fiat 500 in 2007.

### **Larger: iconic Cinquecento cues, now with five doors**

With its recognizable Cinquecento exterior design features, the all-new 2014 Fiat 500L provides even more space, utility and comfort, while offering a natural and coherent product extension in FIAT studios.

With recognizable Fiat 500 physiognomy — its signature "whiskers and logo" face — plus an additional 6.1 inches (15.5 cm) in width, the all-new Fiat 500L has even more presence while exuding the FIAT family resemblance in stylistic harmony. Larger bi-halogen projector headlamps and lower park lamps tie in the iconic look, while the vehicle's front fascia, body-color fascia insert and cooling duct continue the FIAT brand's facial feature resemblance. Providing fresh air for the 1.4-liter MultiAir Turbo engine's intercooler, the Fiat 500L's front fascia grille

features a honeycomb lower grille texture with available road-brightening fog lamps.

Fiat 500 models have always focused on maximizing the scenic views each journey provides, and the all-new Fiat 500L goes one step further to deliver panoramic views from within. Illustrating purposeful Italian design, the Fiat 500L features segment-exclusive glass from the A- and D-pillars for an interior environment nearly encapsulated by 360-degree views. For a sporty appearance, the belt- and window-molding surrounds are trimmed in Nero (black). In addition to a monotone look, the new five-passenger Cinquecento offers even more style with its “floating” roof painted in Nero or Bianco (white). The Fiat 500L also provides first- and second-row passengers with cityscape views through a 20.7 sq. ft. (1.92 m<sup>2</sup>) dual-pane glass system.

The 2014 Fiat 500L’s silhouette is 27.7 inches (70.3 cm) longer, yet features the familiar forward-sloping A-line and adds a “cab-forward” approach for improved visibility and an even more dynamic look. Similar to the historic and modern Cinquecento, the Fiat 500L’s body-side lateral section features clean surfaces, flared wheel arches and chromed door handles. For added style and protection, body-side door moldings are painted in body color and are available with chrome accents. Filling the wheel wells are seven unique wheel designs ranging from 16 inches to a sporty 17 inches with the “500” logo on the center caps. For familiar Cinquecento character, the chrome-accented headlamps with the “500” logo and tail lamps are visible from the side profile, thanks to the way the Fiat 500L’s rounded sides link up to the front and rear.

Maintaining its city-friendly proportions, the all-new Fiat 500L’s rear fascia and bumper are well-integrated into the design of the five-door for shorter overhangs and a tidy look. Providing easier cargo loading, the Fiat 500L’s liftgate design features one of the segment’s lowest cargo-lift heights (26.2 inches (66.5 cm) from ground). For simplistic design character, the lower liftgate area is recessed to accommodate a license plate, while the adjacent fascia integrates left and right side reflectors. Finishing off the rear are square-in-circular tail lamps and a prominent FIAT liftgate badge with the “500L” logo beneath.

#### **Loft: style, comfort and panoramic views**

Like a loft that provides a contemporary, wide, open and luminous dimension, the interior of the all-new Fiat 500L offers -in-class interior volume, thanks to 42 percent more interior space than the 500 hatchback for added capability, plus even more style and comfort for up to five passengers and their belongings.

Like the Fiat 500, the Fiat 500L embraces a particular stylistic and constructive interpretation that strives for simplified enjoyment. Careful analysis of the interior space affords the all-new five-passenger model with best-in-class front head and shoulder room, plus best-in-class rear cargo space (with back seats up). The result: a Cinquecento with an airy and roomy passenger compartment designed to be comfortable and enjoyable for any destination. With segment-exclusive glass A- to D-pillars for nearly 360-degree views, the Fiat 500L provides maximum outward visibility. And with elevated second-row seats and an available dual-glass panel sunroof, even those seated in the rear will get to enjoy their surroundings.

Like a well-designed loft, the focal point of the Fiat 500L is its instrument panel, which continues the Cinquecento’s perfect blend of modern simplicity, iconic Italian styling and numerous personalization options. Expanding on the Fiat 500, the Fiat 500L’s upper instrument panel is designed to convey a sense of refinement, elegance and fun with the availability of color-matched exterior accents and premium vinyl-wrapped or painted accents. A thick-rimmed three-spoke FIAT steering wheel is available in leather and two-tone color options and features the square-in-circular design cue. Behind, two large analog gauges provide vehicle and engine speed, while two secondary gauges provide fuel and engine temperature information.

The instrument cluster also includes an Electronic Vehicle Information Center (EVIC) to provide the driver with trip, vehicle and Uconnect system information. At the center, the Fiat 500L is available with the all-new Uconnect 5.0 or 6.5 radio system, providing passengers with information and connectivity options on a 5-inch or larger 6.5-inch touchscreen. On the passenger side, a recessed instrument panel cubby and covered glove box provide quick storage access. Designed to be ergonomic, the Fiat 500L’s climate controls and transmission shifter are easy to reach from the available center armrest. The lower instrument panel and center console highlight the Fiat 500L’s space utilization with large- and small-sized storage spaces to keep mobile devices at a convenient reach.

The Fiat 500L model lineup is inspired by four distinct spirits: young, dynamic and cool for the Fiat 500L Pop model;

comfortable, practical and bright for the Fiat 500L Easy model; rugged and athletic for the Fiat 500L Trekking model; and elegant, sophisticated and contemporary for the Fiat 500L Lounge model.

Ensuring passengers are surrounded by premium materials that deliver a sensorial experience, Centro Stile's Color & Material Group specifically carried out studies to define which materials and colors the Fiat 500L product range would include. The group's research redefined technologies and production processes to further increase the quality level and value of the physical, tactile and visual properties of the materials, details and finishes to be applied.

**All-new Fiat 500L Trekking: blending rugged style with utility**

Designed for customers with a highly active lifestyle, the Fiat 500L Trekking model offers the perfect blend of rugged styling and versatility to match their needs. For a more aggressive look, a restyled front fascia features a bolder Grigio Chiaro (graphite) accented design graphic with large lower opening, fog lamps and adjacent "nostril" type air openings at the corners. Above, the cooling duct has been enlarged for a more aggressive appearance, while the familiar "whiskers" and unique lower front fascia accent are finished in satin silver. Connecting the front and rear fascias are Grigio Chiaro wheel-arch and body-side sill moldings that provide this Fiat 500L with a more distinct look. The rear fascia continues the bold Grigio Chiaro design graphic, plus the addition of a satin silver lower fascia accent for added style. Emphasizing the width of this Cinquecento, the horizontal recessed license plate area and rear fascia's lower left and right side reflectors are finished in Grigio Chiaro.

Inside, the Fiat 500L Trekking features a unique two-tone Nero/Marrone (black/brown) interior environment that is carried through on its leather-wrapped steering wheel, door and door-panel armrest bolsters, seat fabric and floor mats.

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