

*The company & its cars*





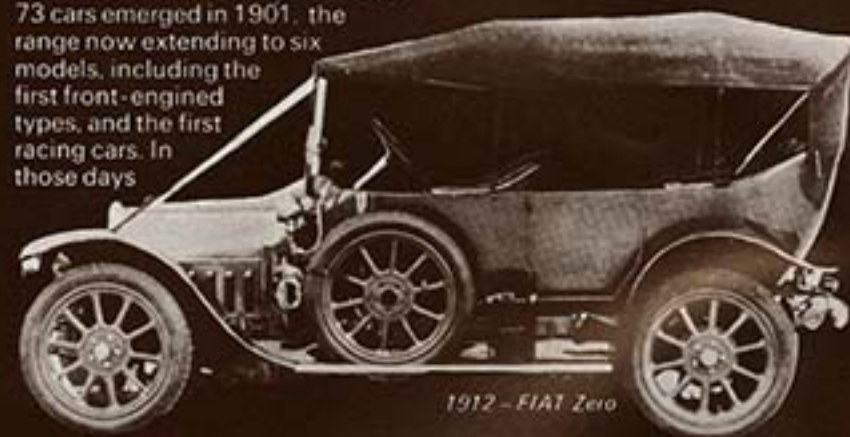
The men who met in Turin on 1st July 1899 to found Fabbrica Italiana Automobili Torino, F.I.A.T. had a wide vision. Fascinated, like so many progressive thinkers with the still new motor car, these men, and in particular the first chairman, Giovanni Agnelli, proved to have the foresight and managerial abilities that have resulted in the development of one of Europe's largest industries.

By the following year the fledgling company had built a model factory on the outskirts of the ancient city of Turin, once the capital of Italy. It employed a total

of 150 men, who produced a total of 50 cars in the first year of existence. The first model to be put into production was a little 679 cc rear-engined four-seater, known as the 3½ h.p. It was a fore-runner in more senses than one; out of the eight built in 1899, four are still in existence today.

From the factory in Corso Dante, 73 cars emerged in 1901, the range now extending to six models, including the first front-engined types, and the first racing cars. In those days

the most immediate way of demonstrating the prowess of a car was by success in motor sport. For another 25 years Fiat were prominent and successful in every kind of motor sport all over the world, earning a reputation for advanced engineering and performance which still survives today.



1912 - FIAT Zero

Between 1904 and 1908 the company grew by leaps and bounds, trebling factory space, and adding commercial vehicles to the ever-growing range of private car models. Already over 1,000 vehicles a year were being sold by Fiat branches and dealers in Italy and in many other countries

In the same year Fiat produced its first aero-engine, a tiny but beautiful little V8, and later the same year it began to make diesel engines, the first of a

line which continues to this day. The first was a 12-cylinder unit for submarine propulsion. Today Fiat marine engines produce 40,000 h.p.

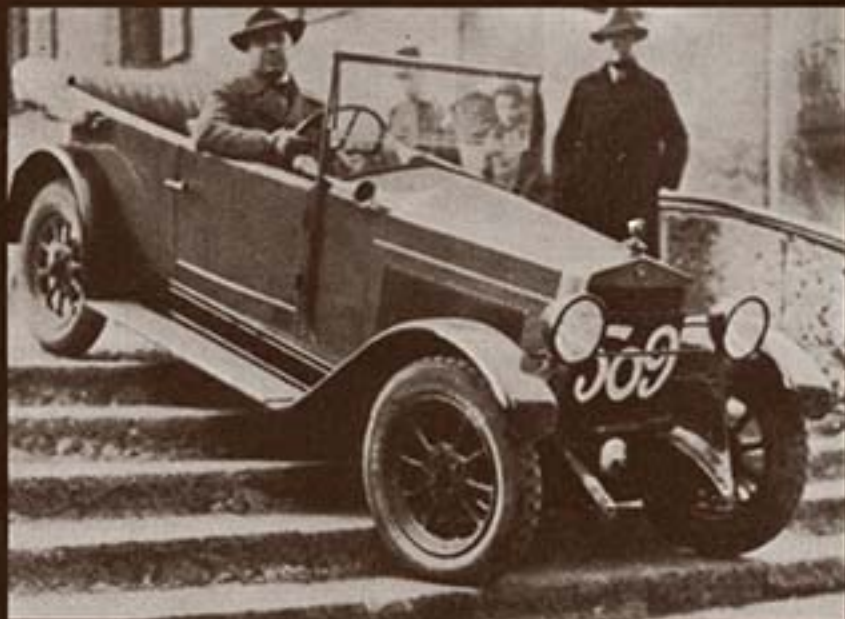


1925 - FIAT 509

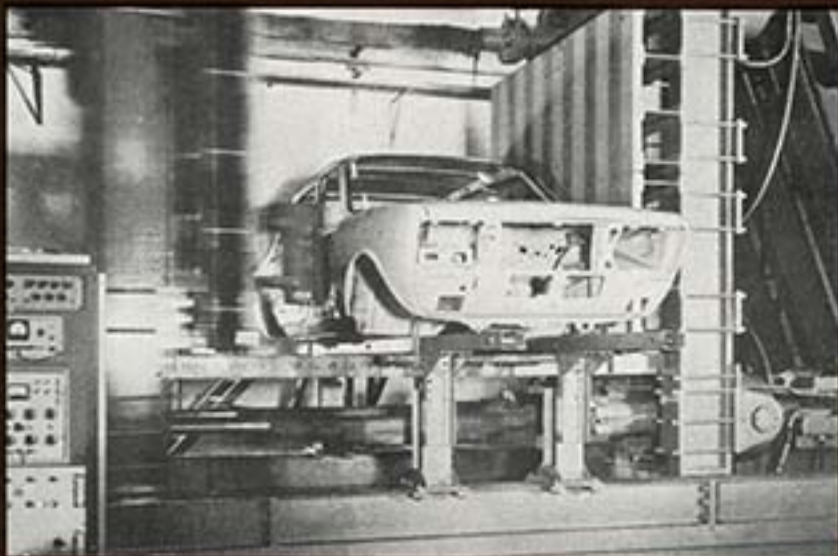
Fiat first moved into motoring for the masses in 1912 - with the famous Tipo Zero, a 4-cylinder, 1,846 cc. car which incidentally was the first of the Fiat (and one of the first European cars) to be equipped with electric lighting as standard. Over 2,000 Zero's were produced by 1915, by which time the company was almost entirely devoted to producing military vehicles, trucks, aero-engines and marine engines until the end of the war, during which period it also produced what was to be the most powerful aero-engine of the First World War. By 1918 Fiat's annual production had escalated to 65,542 units.



1936 - Tipo 500 Topolino



1899 - FIAT 3 1/2 hp



*Side impact testing - one of the many tests carried out in Turin*

After the war the company re-organised and rationalised itself. A complete range of new models was introduced in 1919, the most successful of which, and one which established the whole direction of Fiat design policy almost until the 40's, was the 501 - a most amiable family car, a 4-5 seater with a 4-cylinder 1460 cc engine derived from the Zero.

To accompany this model a miniature version of the 501 was produced with an engine of under 1 litre capacity, it was called the 500, an ultra-economical car for the masses. This eventually developed into the introduction of the 'Topolino' in 1936, a model that has since been enormously popular, and from which the concept of the 500 and the new 126 derive.

The small factory in Corso Dante Turin from which the first Fiat cars emerged, is today the central training school, and most of the company's management and skilled employees emerge from it. Training and research are basic to Fiat's thinking.

Today the company employs almost 200,000 people. In 1972 it manufactured 1,680,000 vehicles, exported 625,000, and manufactured or assembled another 550,000 in many countries outside Italy. Cars, commercial vehicles, buses, trolleybuses, agricultural and industrial tractors, railway locomotives, rolling stock, fork lift trucks and earthmoving machinery are familiar Fiat products. In Europe, Fiat is the largest selling manufacturer, 18% of all cars sold in 1972 were Fiat.

In every continent, in every country, Fiat is a sizeable force. Its involvement in modern industry is universal. Its growth has been organic, its structure has developed vertically.

The Fiat group today encompasses a vast range of interests including civil engineering projects such as power stations, hydro-electric schemes, road and railway construction, rolling stock, gas turbines, and extends into the fields of nuclear and space research.





In the vehicle field it includes Autobianchi, Lancia and Abarth, OM and Unic; a 50% share in Ferrari, a 65% share in Allis-Chalmers. It includes a substantial part of the Spanish SEAT company, of Zastava in Yugoslavia, of Concord in Argentina, and of FNM in Brazil, where a new car, truck, and tractor complex is now under construction.

In Poland Polski-Fiat builds cars based on the 125, in the USSR at Togliattigrad over 600,000 cars based on the 124 are built every year. In Japan Komatsu tractors are Fiat products.

All over the world car manufacturers fit carburettors produced by Weber, a Fiat subsidiary since 1945, and Marelli electrical equipment is another range produced under Fiat auspices.

Each year Fiat spends well over £50 million on research into every

aspect of modern science and technology including pure research in physics, chemistry, and nuclear engineering, apart from applied research into vehicle safety, air pollution, new transport systems, advanced power units, and all the new fields which have become so important in recent years.

As a machine tool manufacturer, Fiat is pioneering new methods of automatic production, new ways of industrial organization, new ways of working. New initiatives, new enterprises, new concepts are part of the day-to-day background from which emerges the ever growing Fiat contribution to the world of today and tomorrow.

The rest of this brochure shows you the wide and beautiful range of different cars Fiat produce. There's a car for everyone and we hope these details will help you choose the one to suit you.



FIAT (England) Ltd Brentford Service Centre



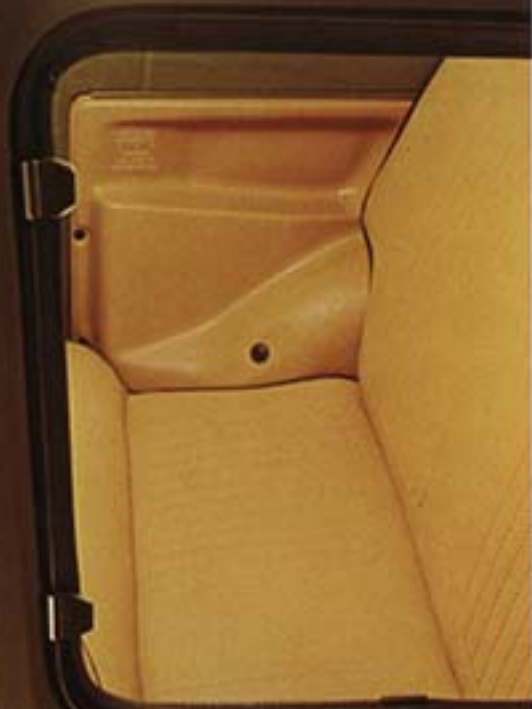


## 126 594cc

Newest model in the Fiat range, the 126 is today's answer to a problem as old as motoring – maximum transport at minimum cost. Youthful in styling and practical in design to provide room for four people within the smallest possible dimensions.

The air-cooled, 2-cylinder, 594 cc engine has inherited proven features from the highly successful Fiat 500, of which over 4 million have been produced.

Only 10 feet long, the 126 is easy to manoeuvre and park, easy on maintenance, and above all easy on fuel, depending on how you drive it, you could get over 50 m.p.g.



*Front reclining seats are optional extra*





## 127 903cc

An exciting, two-door family car packed full of Fiat individuality and common sense design.

It has ample room for five and a generous boot (nearly 13 cu. ft.) within compact and stylish dimensions.

The proven 903 cc engine combines outstanding economy with responsive performance and relaxed cruising at speeds up to 87 m.p.h.

With front wheel drive, independent suspension all round and front disc brakes you travel

smoothly, steadily and safely.

You can choose between two- and three-door models either in basic or deluxe versions, whichever you choose, the 127 design and engineering will still be as modern tomorrow as it is today.

*1927 - 30/35 hp Torpedo Bateau Tipo 509 SM*



### 128 Saloon 1116cc

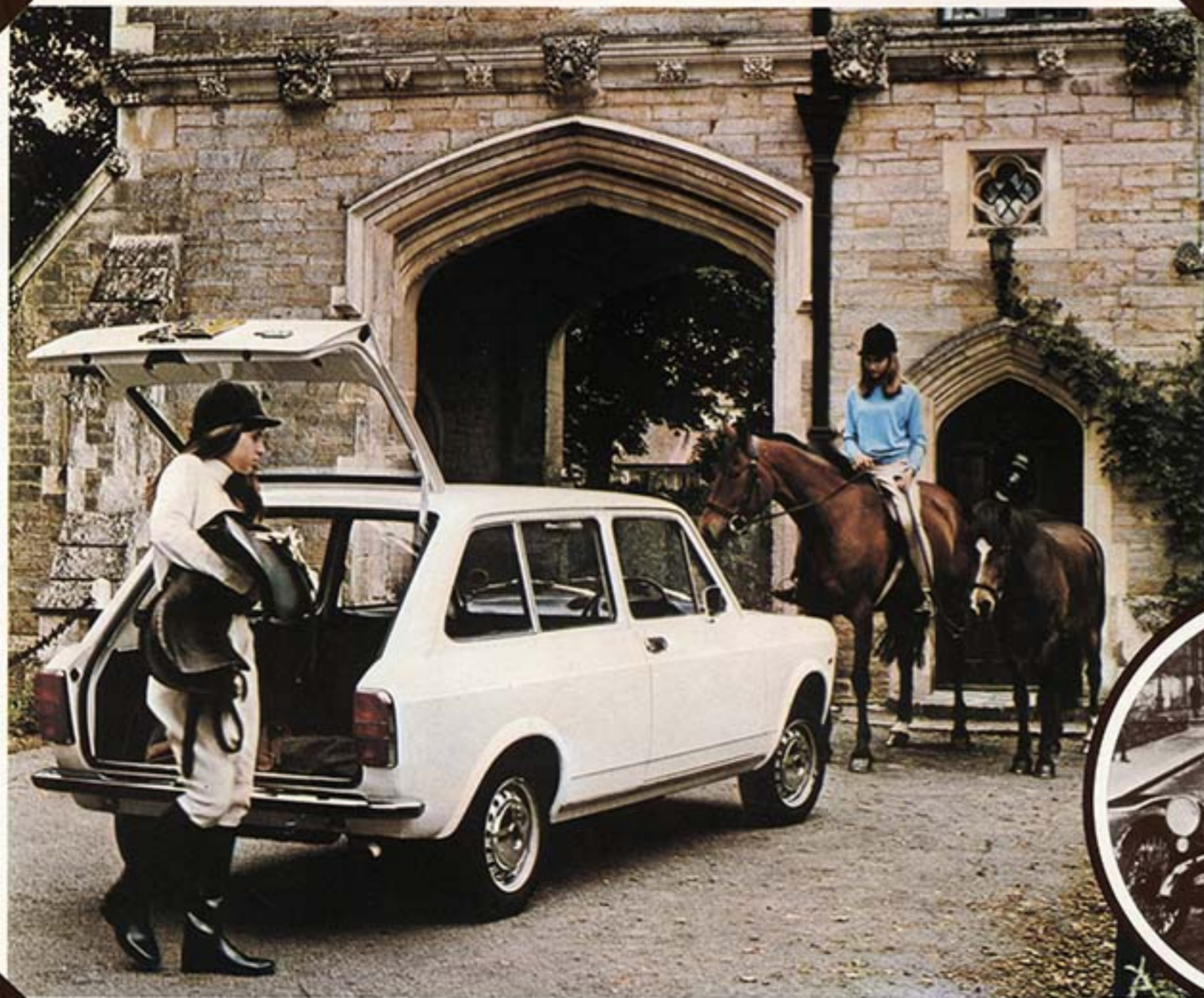
A lively, but economical car, the 128 has won the "Car of the Year" award seven times over. Its sales successes in all European markets has proved just how practical the 128 is as a solution for family motoring.

It is powered by a 1116cc overhead camshaft engine driving the front wheels.

As with all Fiat models safety is a primary design feature. The 128 is constructed to give maximum protection - burst-proof door locks, progressively deformable boot and bonnet, collapsible steering column and safety belt mountings for five people, also radial ply tyres.

In addition, independent suspension on all four wheels, servo brakes (discs on the front wheels) and rear brake effort proportioning valve add to your safety.





### 128 Estate 1116cc

An astounding 44 cu. ft. of luggage space combined with all the comfort and style of the saloon make this a very attractive car for anyone who needs the space for work, for holidays or just for the family pet.

The 128 with its transverse engine makes an ideal three-door medium sized car offering performance, modern safety and above all reliability and economy.





1920 Tipo 501





### **128 Rally 1290cc**

A Fiat model of marked individuality.

Exciting performance from the oversquare overhead camshaft engine with its five bearing crankshaft. If you enjoy driving, the 128 Rally makes it even more of a pleasure, with extra smoothness as well as extra power.

Servo-assisted front disc brakes and independent suspension on all four wheels help make long-distance driving more relaxed.

Sports steering wheel, tachometer, oil and water gauges, wrap-around seats with headrests, intermittent wiper action, this and iodine auxiliary lamps are all standard features of this very distinctive saloon.

### **128 Sport Coupé 1100SL & 1300SL**

When you want performance, reliability and something a little out of the ordinary, the 128 Sport Coupé fills the bill with style.

The 1116 cc and the 1290 cc engines give sports car performance – top speeds of 93 and 100 m.p.h. respectively coupled with sparkling acceleration and modest fuel consumption.

The interior of both these sports coupés is luxurious and attractive, finished throughout in leathergrain. There's a sports steering wheel, full carpeting, rake adjusting front seats, heated rear window and full instrumentation. There's very comfortable seating for four and the boot capacity is more than 12 cu. ft.!

An incredible car with great sporting feel.

1100 SL model – special order only.

### 124 Saloon 1197cc

The 124 is a stylish saloon offering family accommodation and untiring performance.

It is powered by a rugged 1197 cc engine which gives cruising speeds that today's roads demand. Yet petrol consumption is well within the family budget. It seats five adults with room to spare, has servo-assisted disc brakes on all four wheels, reclining front seats with nylon and leather-cloth upholstery, intermittent windscreen wiper action and a cigar lighter.

A family car that compares favourably with larger and more costly competitors.

More than 2 million models have been sold since production started seven years ago.





#### **124 Estate 1197cc**

So often estate cars miss out on one of the essential elements you want. Not the 124 Estate. It's not just a saloon with a fifth door nor is it a load-carrying vehicle offering minimum comfort. It combines the best of both worlds - all the comfort and performance of the saloon with a great deal more room.

#### **124 Special 1438cc**

For the motorist who wants more performance the 124 Special has a 1438 cc engine which gives a top speed of over 96 m.p.h. In addition to all the features of the saloon it has a heated rear window and two extra headlights.

Like all Fiats it has radial ply tyres, outstanding braking and roadholding, and exceptional toughness.

A saloon car with a bit more. Automatic transmission is available as an optional extra.



### 124 Special T 1592cc

A twin overhead cam 1592 cc engine means something really special in performance terms. Twin cam engines are usually associated with cars a lot more costly than the Special T and it's

not surprising that this car causes a few raised eyebrows at the traffic lights and on the open road.

Apart from its outstanding performance this car has all the comfort and safety features found in the rest of the 124 range, plus a

five speed gearbox for relaxed, economical cruising at high speeds.

The Special T has been designed for easy maintenance, unlike many cars of its calibre, and fuel consumption is surprisingly low in relation to performance.

1922 - 62 hp Grand Prix Tipo 804







### 124 Sport Coupé 1600 and 1800

A brilliant four seater sports car with extravagant performance in the true sporting tradition for which Italy is famous. A choice of 1592 cc or 1756 cc twin overhead cam engines enables the car to reach 112 and 115 m.p.h. respectively. The close ratio five-speed gearbox lets you make full

use of the generous power beneath the bonnet.

The interior has seats that are deep, contoured and covered in textured cloth, a central console, thick pile carpets, a beautifully instrumented dashboard which includes an electric clock, oil and water gauges and tachometer. Sophisticated heating and ventilation, add to your comfort.







### 132 1600, 1600S & 1800S

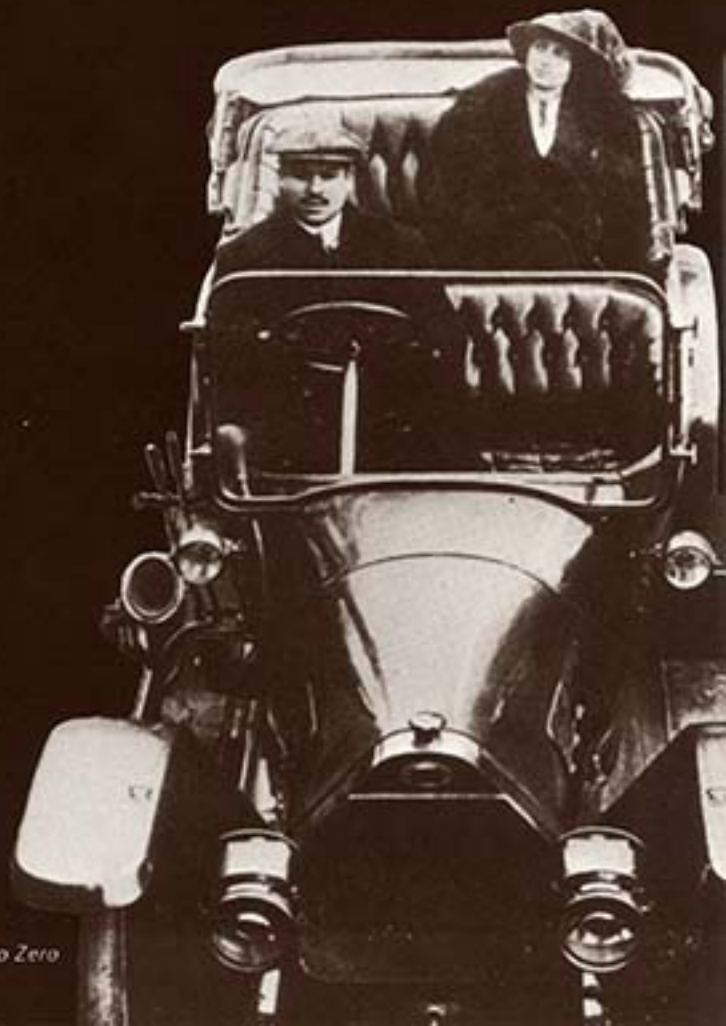
A spacious and distinctive car to add extra comfort, prestige and luxury to everyday motoring.

Classically elegant lines reflect the superiority of every component in this car – quiet, powerful twin overhead cam engine; spacious interior with luxurious cloth-covered seats; the latest developments from Fiat's safety research programme; lavish paintwork and anti-corrosion protection carried out at one of

the world's most modern paint plants – everything to ensure extreme comfort, reliability and safety – making this car much more than a family saloon.

The Special versions have an even more comprehensive specification including a 5-speed gearbox. Automatic transmission is available to special order on the 1800S.

A prestige car that makes light work of long distances.



1913 - 9 hp Spider Tipo Zero



BRITANNIC



### 130 Saloon 3,235cc

A luxury limousine, exquisitely designed and sparing no cost. A car of great prestige in any country, in any society.

Comfort is impeccable – the seating is designed to give the utmost support and relaxation for five people however long the journey. The driver has a wide range of seating and steering wheel adjustments.

The 130 has a V6, 3,235 cc engine which runs smoothly and quietly, taking powerful command of every situation. Everything about the car is relaxed, even sustained speeds over 110 m.p.h. are achieved with automatic transmission, for ultimate effortlessness, or with a 5-speed manual gearbox.

The interior is lavishly equipped and soundproofed, specification includes power steering, electrically operated side windows, tinted glass all round, cast alloy wheels, and many others.







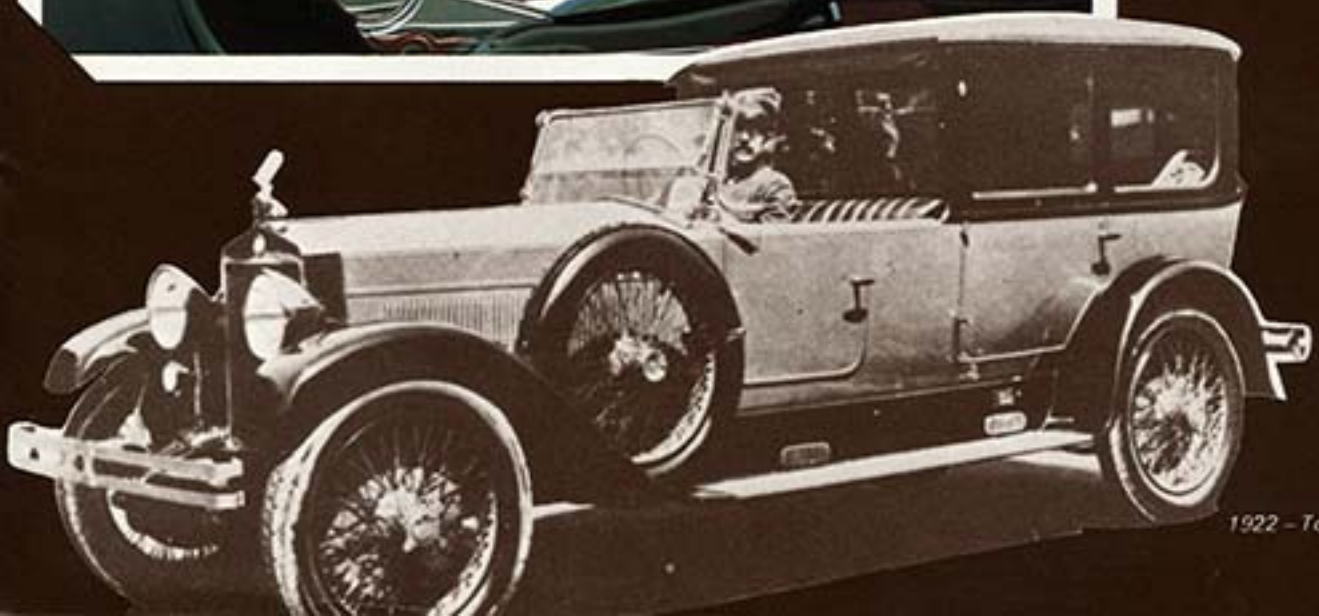
### 130 Coupé 3,235cc

A car that's admired throughout the world, the 130 Coupé is the queen of the Fiat range.

Beautifully designed by the world famous Pininfarina the Coupé is similar, in all but body shape, to the Saloon.

Its eye-catching lines have a distinguished rarity and the interior lives up to the most demanding expectations.

An expensive and beautiful car which is an enthralling example of modern design, technology and comfort. A classic in every sense of the word.



1922 - Torpedo Sport Tipo Coupé 519S

### FIAT SERVICE

Wherever Fiat cars go, Fiat service goes too. With highly qualified technicians and the best tools and equipment, the organisation will always endeavour to maintain your car in good condition and to provide rapid assistance at reasonable cost. The Fiat warranty, within its stated terms, covers both materials and labour of all new Fiat cars and applies for an unlimited mileage for six months after purchase. The Fiat spare parts factory in Turin distributes parts to more than 12,000 Fiat Service Centres throughout the world.

The cars shown in this brochure are made in Italy.

This brochure is intended to give a fair description of the product and the specifications are correct at the time of going to press October 1973.

**FIAT**

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