

500



500C



# Be happy

With a genuine smile and lots of joie de vivre, the Fiat 500 is a joyful car that puts you in a good mood - a happy car. It's a whole new way of seeing the world. Fresh, sunny, open. Just like the latest version in the range: the new Fiat 500C, the convertible that allows you to enjoy travelling with total freedom.





DM 286 ZX





**Happy to meet you, Fiat 500!** Good things come in small packages! Hatchback or convertible, the Fiat 500 is a car with more than fifty years of history behind it, offering the best in terms of technology, onboard comfort and environmentally friendly solutions. Brilliant, innovatively advanced and reliable to even the highest safety standards, the classic model now comes in a convertible version expressing the very essence of its personality. The new Fiat 500C is a smiling, fun car with plenty of character. In a few words: a carefree car.







# Be open

With such a fun, carefree car, how can you resist opening up to the world above? The Fiat 500C will make your dreams come true: here is a convertible that will make every trip even more pleasurable. Open up and let the sunshine in along every road you travel.





**The sky travels with you** - The exclusive roof is what makes the Fiat 500C instantly recognisable. A true design feature, it comes in different colours (red, ivory and black) and stands out for its innovative movement with electric roof control and its use of cutting-edge technical solutions, from the glass windscreen to the built-in third brakelight. The special sardine-tin folding system, which may be opened in 3 different positions, means you needn't give up precious centimetres of luggage space in the boot or the comfort of the 4 seat interior. Great, as with such a cool car you're never going to be short of friends!









4WQ (15")



5BQ (16")



420 (16")



421 (16")



435 (16")



Every way you turn, you're sure to be pleasantly surprised. Fiat 500 fans know there are many ways of adding character to the car. This is why the whole range, including the new convertible version, offers a choice of 10 different alloy wheels depending on how you feel: sporty or elegant?



431 (15")



432 (15")



433 (15")



439 (15")



Accessory (16")



# Be stylish

How can you fail to notice it every time it goes by? The unique style of the Fiat 500 is meant to be seen and enjoyed, again and again. Outside, inside, in every little detail. Likewise the new Fiat 500C is a car really worth discovering!





**Always looking good.** A car as lively as this one won't settle for just one look. With the Chrome Kit you can give any Fiat 500 a different look, turning the bumper inserts and window surrounds into stylish features, whilst the A-bar on the front bumper reflects the original feature of the earliest Fiat 500 models.

When you travel with the Fiat 500 you'll have as much light as you want, even at night: thanks to bi-xenon headlight technology for safer driving and even brighter style.



**Hit the road for a carefree ride.** With the Fiat 500, every journey is hassle-free. From the little details to the most technically-advanced innovations, everything in this car is designed to ensure you can enjoy every trip, carefree. Like the convertible wind-stop which shelters passengers from the breeze without affecting their enjoyment of top-down travel. Or the Start&Stop system which shuts off the engine automatically if you're held up by traffic, reducing your impact on the environment.





Your choice of engines makes the Fiat 500 a car ready for any adventure. The entire Fiat 500 range is available with three different engines (I.2 69 HP, I.4 I6v 100 HP and I.3 Multijet I6v 75 HP), while the hatchback is also available with an ecological I.2 69 HP Start&Stop petrol engine with an incredibly low fuel consumption. The I.3 Multijet 75 HP turbodiesel has a 5-gear mechanical gearbox, while the two petrol engines offer a choice of a mechanical gearbox (6-gear in the I.4 version) or Dualogic semi-automatic transmission (available with controls on the steering wheel in the I.4 version). Another solution to allow the driver to focus on driving. And on the pleasure of travelling in such a legendary little car!











So enjoy your trip in style - The whole range has a great history behind it, a history of details that continue to travel with the car. A dashboard that matches the body, for instance, in the style of the first Fiat 500 and now available in light or dark versions.



Another factor to be experienced is the soft lines of the car's interiors, available in 3 versions for the hatchback (Pop, in 3 colours, as well as Lounge and Sport, each available in 2 colours) and 2 versions for the convertible (Pop, in 2 colours, and Lounge, in 2 colours). Alternatively, you may prefer our leather interiors in three different colour schemes. Plus, there are also 2 different types of steering wheel covers with matching gearshift knobs.







And of course there's the audio too - the Fiat 500 is all about music, about getting together and meeting people. This is why it features Blue&Me™, an innovative hands-free system which makes driving a Fiat even more fun (if that's possible). It works by using Bluetooth technology, so you can forget taking your hands off the road to make and receive calls, read text messages, or to change your music. Just talk to your Blue&Me™ and it'll do it for you. And to make sure you end up exactly where you want to be, there's Blue&Me™ MAP, a multi-purpose portable navigator featuring original design and developed specifically for the Fiat 500. You'll always be in the right place at the right time. Just like the Fiat 500.











# Be yourself

Ironic, chic, joyful, sporty, eccentric, elegant: whatever the driver's personality, the Fiat 500 is the perfect car to represent it. Hatchback or convertible, the Fiat 500 is a welcoming car, curious to meet people, get to know them and allow them to express themselves with customisation, starting with stickers designed to make every car unique and original.





You're sure to be recognised wherever you go - there are so many original, imaginative ways of customising the Fiat 500. In addition to stickers, you can choose key covers, side badges, make-up holders, I-pod holders, a blackboard on the dashboard and fragrance dispensers so you can change your Fiat 500 to reflect your mood. All the Fiat 500s you could possibly want - a different one every day!











**FIAT 500byDiesel.** The Fiat 500 likes to change and be different: here it is, for instance, in a limited edition byDIESEL, created by Fiat with the fashion brand. Exclusive yet casual, with a chic touch, it's a new Urban Survival Vehicle expressing all the ironic, irreverent spirit of the Fiat 500.

**Fiat 500byDiesel** has an instantly recognisable style, starting with the unique body colours (Diesel Green, Diesel Brown and Crossover Black) and exterior details: side and rear sides featuring the Diesel logo, 16" branded alloy wheels, a special cover on the rear-view mirrors made of painted matt steel, a fixed glass sunroof, the rear spoiler, the bumpers and "moustache" on the front made of painted matt steel.



The Fiat 500byDiesel is equally exclusive inside, with a sporty leather steering wheel, special seats made of DIESEL branded denim, a pocket on the rear of the backrest on the passenger's seat. Like all Fiat 500s, Fiat 500byDiesel offers the utmost comfort, thanks to a height-adjustable driver's seat, the Blue&Me™ system and manual climate control.

The limited edition 500byDiesel comes with all the engines in the range (I.2 69 HP, I.3 Multijet 75 HP with DPF and I.4 I6v 100 HP) and is also available with Dualogic transmission.





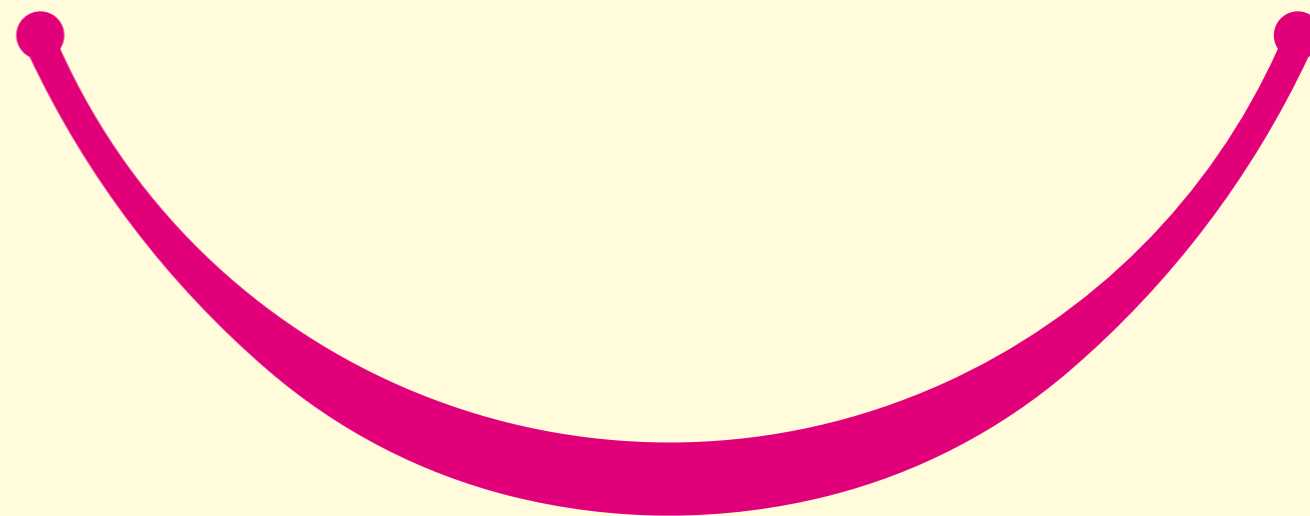
COO DIESEL



3<sup>rd</sup> F  
4<sup>th</sup> F  
2<sup>nd</sup> A  
8<sup>th</sup> T

**CIAOFIAT**  
**008003428**  
**0000**

CIAO FIAT is the new single freephone number for customers and prospective customers – 00800 3428 0000. CIAO FIAT provides you with access to all our products and services in the UK and can be used even when you are abroad (the number can be called from most countries in Europe). The call is free from land lines in the UK and all Europe (except Switzerland). Mobile network charges may vary depending on whom your contract is with.







[www.fiat.co.uk](http://www.fiat.co.uk)



Performance figures supplied by Fiat SpA. Fuel consumption figures are in accordance with the Passenger Car Fuel Consumption and CO<sub>2</sub> Emissions Information Regulations 2001.

Products offered for sale may differ from those described or illustrated in this brochure due to later production changes in specifications, components or place of manufacture. The contents of this brochure are therefore to be treated as representations as to the current availability of products as described, or as to products actually offered for sale. Fiat Group Automobiles UK Ltd. reserves the right to make changes at any time, without notice, to prices, colours, materials, equipment, specifications and models and also to discontinue models. Variations in product specification do occur from time to time – please check the exact specification with the dealer at the time of order. Fiat Group Automobiles UK Ltd, Fiat House, 240 Bath Road, Slough SL1 4DX.

**Ed. 07/09**