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## **2015 Fiat 500e Arrives in Oregon**

- 2015 Fiat 500e models are now available at studios in California and Oregon
- Fiat 500e lease available for \$199 a month for 36 months with \$999 due at signing
- Fiat 500e recently named "Top Electric Vehicle" at the Northwest Automotive Press Association's annual Drive Revolution event
- 2015 Fiat 500e features two new exterior colors and a redesigned center console
- All-electric Fiat 500e delivers a best-in-class 108 highway MPGe rating and class-leading 87 miles of combined city/highway driving range, with city driving range typically greater than 100 miles

September 23, 2014, Auburn Hills, Mich. - The fully electric Fiat 500e is now available as a 2015 model year at FIAT studios in California and Oregon for \$199 a month for 36 months with \$999 due at signing. Sales of the Fiat 500e expanded to Oregon earlier this year. Previously, the all-electric Fiat had been sold only in California, where it has been in high demand since its introduction in 2013.

"Bringing the Fiat 500e to Oregon gives more customers in this environmentally minded state the opportunity to enjoy the Italian style and engaging driving dynamics of the Fiat 500, but with zero tailpipe emissions," said Jason Stoicevich, Head of FIAT Brand for North America, Chrysler Group LLC.

This summer, the Fiat 500e was named the "Top Electric Vehicle" for a second consecutive year at the Northwest Automotive Press Association's Drive Revolution, an annual alternative-fuel vehicle event in Portland.

"The Fiat 500e is attractive and fun. It remains a model that will, with a short test drive, convert people who hadn't even thought about electric cars into EV enthusiasts," said Bengt Halvorson, Drive Revolution Event Co-chair.

The 2015 Fiat 500e features a redesigned center console, with a new cup holder design and an additional, conveniently located USB port that is fully functional and integrated with the radio. Two paint colors have been added for 2015 for a total of seven available exterior paint colors, including new Luce Blu (light blue with a pearl finish) and Celeste (light blue).

### **Alternative Transportation Program**

For those times when a 500e customer needs to drive beyond the vehicle's range or needs the carrying capability of a larger vehicle, the Fiat 500e retail plan provides an alternative transportation plan called the Fiat 500e Pass program.

The FIAT brand and Enterprise Holdings, owner and operator of the Enterprise Rent-A-Car, Alamo Rent A Car, and National Car Rental brands, partnered on the Fiat 500e Pass program, which provides purchasers and lessees of a new 500e up to 12 days of alternate transportation each year for the first three years after the date of purchase.

### **About the Fiat 500e**

With its iconic style, world-class dynamics and environmentally responsible zero-emissions design, the Fiat 500e builds on the Cinquecento legacy, while offering customers a no-compromise electric vehicle that embodies the FIAT brand's simple, purposeful and fun-to-drive values. The Fiat 500e electrifies the Cinquecento lineup with even more innovation and style, an EPA tested 87 miles of best-in-class driving range and a best-in-class 108 miles per gallon equivalent (MPGe) highway rating of pure battery-electric power. The Fiat 500e is available at FIAT studios in California and Oregon, and is priced at \$32,650, which includes an \$850 destination charge. However, eligible

California residents may be able to purchase the Fiat 500e for as low as \$20,600, after federal credits, state incentives and FIAT rebates are included.

### **FIAT Brand**

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com)

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