

2016 FIAT Brand Overview

August 31, 2015, Auburn Hills, Mich. - The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original 1957 Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its launch in 2007, more than 1 million Fiat 500 vehicles have been sold in more than 100 countries. In addition to success on the sales front, the Fiat 500 has earned more than 80 international awards.

In North America, the FIAT brand portfolio continues to expand with the introduction of the all-new 2016 Fiat 500X, the brand's first all-wheel-drive model. The brand's all-new crossover joins the high-performance Fiat 500 Abarth and Abarth Cabrio, the fully electric Fiat 500e and the five-passenger Fiat 500L.

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

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