

## **Chrysler Canada: The Best of European Engineering and Italian Style - The Fiat 500 Sport - Arriving Soon in Canada**

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The legendary Fiat 500 is arriving soon in Canada. Born in Italy, the 2008 European Car of the Year is perfectly tailored for Canada. The Cinquecento is as vibrant and engaging as it is fit and nimble. The Sport model, featured in these images, illustrates Fiat's smart and stylish design aesthetic. Like the original Fiat 500 a half-century ago, the new Cinquecento continues its timeless value while embracing individual expression and opportunity - all infused with world-class craftsmanship.

The Cinquecento offers unique adaptations for the North American market and is designed for individuals who demand that style and fashion can coexist with practicality and functionality. Matching its sport-tuned suspension, the Fiat 500 Sport features athletically styled front and rear fascias with a larger grille and flared aerodynamic treatment. Between its unique 16-inch aluminum wheels with Mineral Grey painted pockets, the Cinquecento incorporates new body-side sill cladding for an aggressive appearance.

Completing this athletic vehicle's appearance are Performance Red painted brake calipers, a chromed exhaust tip and gloss black shadow-line window trim. The Fiat 500 Sport also features an available panoramic power sunroof for a wide-open view of the world. The Fiat 500 will also be available in Pop and Lounge models with unique exterior cues and different equipment options.

The world-class 1.4-litre engine with Fiat's state-of-the-art MultiAir™ technology powers the Fiat 500 Sport. MultiAir significantly reduces emissions while improving fuel economy and power delivery by up to 10 per cent when compared with similar engines.

The Fiat 500's technology, driving dynamics and interior features have been intelligently adapted for the Canadian market, and it will offer small-car buyers a stylish, sporty, fuel-efficient and environmentally friendly alternative. The all-new Fiat 500 will be available for ordering later this year in the Sport, Pop and Lounge models, followed by the all-new Fiat 500C (cabrio) in the spring of 2011.

### **About Chrysler Canada**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 85th anniversary in 2010. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler and Chrysler 300.

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