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2012 Fiat 500 Cabrio Takes Home Inaugural “Best Small Convertible of the Year” Award from SAMA Convertible Drive

- New Fiat 500c wins honor at first annual convertible competition for Southern Automotive Media Association
- 2012 Fiat 500c conveys beautiful craftsmanship, confident handling and city-friendly proportions combined with a clever open-top design
- With a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$19,500, Fiat 500c Pop model is the only four-seat cabrio priced below \$20,000

June 30, 2011, Auburn Hills, Mich. - The Southern Automotive Media Association (SAMA) press members voted the 2012 Fiat 500 Cabrio as their “Best Small Convertible of the Year” at the SAMA Convertible Drive today in Miami.

The first annual SAMA Convertible Drive “Topless in Miami” was held June 30 at The Ritz-Carlton Key Biscayne, Miami, with a ride and drive throughout the day. The competition displayed more than 20 vehicles from various manufacturers, all aspiring to awards from the more than 45 press members in attendance.

“We want to thank the SAMA members for this special recognition,” said Laura Soave, Head of FIAT Brand North America. “Miami has a unique vibe that is known around the world, and it is the perfect setting to enjoy the new Fiat 500c – a vehicle designed for urban life that offers true Italian style, technology and a value that can’t be matched in today’s market place.”

About the 2012 Fiat 500c

The new 2012 Fiat 500 Cabrio combines open-air freedom and driving enjoyment with beautiful Italian styling, timeless functionality, efficient design and innovative technology for an entirely new generation of drivers. The 500c builds on all-season performance, fuel-efficient powertrain options, interior comfort for four passengers and more than 35 safety and security features that have made the Fiat 500 hatchback model an international success.

As a contemporary solution to the famous canvas roof on the original Cinquecento, the 2012 Fiat 500c features a premium dual-layer power-operated cloth top that is designed to deliver all-season driving pleasure with the top up or down. With just a push of a button, the 500c’s top retracts up to the rear spoiler during speeds up to 60 mph.

Adapted for U.S. customers, the Cabrio features an all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application. Invented and patented by Fiat Powertrain Technologies (FPT), MultiAir provides world-class levels of power, best-in-class 30 mpg city (manual transmission) fuel efficiency, quality and refinement.

Every new Fiat 500c includes FIAT FORWARD CARE – a standard four-year/50,000-mile bumper-to-bumper warranty, four years of unlimited roadside assistance and a three-year/36,000-mile maintenance program that includes wear-and-tear items and trip-interruption reimbursement.

The 2012 Fiat 500c Pop model has a MSRP of \$19,500 (excluding \$500 destination) and is available now at FIAT Studios nationwide.

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