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## **Fiat 500L to Debut at Geneva Motor Show**

February 1, 2012, Auburn Hills, Mich. - The FIAT brand released the first images of the Fiat 500L, an all-new model that expands the appeal of the brand's iconic Fiat 500.

With its Italian design and city-friendly functionality, FIAT's new five-passenger model expands the brand's style and efficiency in the growing B-segment. Making its formal introduction at the Geneva Motor Show on March 6th, the new Fiat 500L — the L stands for 'Large' — will follow the U.S. introduction of the high-performance Fiat 500 Abarth this spring and a full-electric version of the Fiat 500.

The Fiat 500L will be produced at the FIAT plant in Kragujevac, Serbia, and will arrive in the United States in 2013.

### **About the 2012 Fiat 500 models**

Building on the attributes that made the original version an icon more than 50 years ago – the 2012 Fiat 500 models provide an entirely new generation of drivers with the best of Italian motoring: craftsmanship, style and safety, combined with fun-to-drive small-car efficiency.

The 2012 Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, seven standard air bags and available TomTom® Navigation with standard BLUE&ME™ Handsfree Communication technology, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, plus a "Top Safety Pick" for 2011 by the Insurance Institute for Highway Safety (IIHS).

Expanding on the qualities that have made the original Fiat 500 (Cinquecento) a timeless and efficient automobile, the new 2012 Fiat 500 Cabrio (500c) adds open-air freedom and even more driving enjoyment. And with its cleverly designed multi-position power-retractable cloth top and iconic body-side silhouette, the new Fiat 500c delivers style with class-leading interior sound quality.

Offering even more exclusivity and style, the limited-edition 2012 Fiat 500 and 500c by Gucci models arrived at FIAT Studios nationwide in December. For more information, visit [www.fiatusa.com/gucci](http://www.fiatusa.com/gucci). The high-performance Fiat 500 Abarth will arrive into the U.S. market in the first-half of 2012.

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