



## IT'S GOING TO BE A HOT SUMMER, BABY!

Just in time for summer, Abarth is launching the Abarth 500C Esseesse convertible, the perfect hot little car for a long hot summer, combining an ability to blast to 100 kmh in 7.6 seconds and drop its top at the touch of button – even when on the move.

The Abarth 500 Esseesse also adds for the first time in the Abarth 500 the Abarth Competizione Gearbox which delivers the performance of the manual with the effortlessness of manual gear selection via steering wheel mounted paddles or convenience of automatic gear selection.

“The Abarth 500C Esseesse will be one of the hottest cars in which to be seen this summer,” says Andrei Zaitzev, General Manager of Abarth in Australia. “Its irresistible combination of cool chic charm, hot performance and the ability to cool down on the hottest day by dropping roof, as well as its compact size enabling to slip into the smallest parking space at the beach make it the ideal car to be seen in this summer!”

The new Abarth 500C Esseesse an all out, no holds-barred, uncompromising, high performance pocket rocket with an engine that delivers amazing performance, a race-bred chassis that enables it to be fully utilised across a broad breadth of road conditions and a new appearance that says one thing: This 500C is ready to rock.

The chic and charming city car has turned, like Dr Jekyll into Mr Hyde, into the urban tearaway, the open road demolition star and the track day rocket. It lives up to the Abarth mantra from the 1950s – ‘Small but Wicked’!

The Abarth 500C Esseesse produces 118 kW and the maximum torque is 230 Nm and has lowered suspension, Koni shock absorbers, cross drilled brake discs and 7x17 inch alloy wheels. Top speed is 206 kmh and the 100 kmh dash is achieved in just 7.6 seconds, yet fuel consumption is just 6.5 litres on the combined cycle.



But here is the quite remarkable bit.

Compared to the normal Fiat 500 1.4, fuel consumption on the combined cycle rises by just 0.2 of a litre per 100 km, from 6.3 to 6.5 litres per 100 km. All that extra performance and brio for a little more than a small glass of fuel every 100 km!

Matching the high performance is a folding roof every bit has high tech and ingenious as the drivetrain. For a start, it has two opening positions, firstly at a press of a button the whole roof opens up and this function may be done at any speed, opening or closing. A second press of the roof opening button and the rear section, including the glass rear window folds down for the full open car effect and this can also be done on the move, at speeds of up to 60 kmh. The roof also includes the extra large rear wing that is a feature of the Abarth 500C Esseesse. Unlike other convertibles, there is minimum impact on the boot space, just three litres is lost to the roof mechanism and roof, if folded, automatically lifts up to allow easy access to the boot.

Another strength of this model is its exceptional climatic and acoustic comfort. Thorough aerodynamic research means that the turbulence experienced with the roof open has been reduced to a minimum, allowing the open road and engine sound to be enjoyed to the full. The Abarth 500C Esseesse offers all the sensation of a real sports car: with the hood closed, it offers performance worthy of a hard top version but when the roof is rolled down, the range of sensations and experiences expands as you speed along with the wind rushing through your hair to the authentic sound of the twin silencer exhaust.

Another important new feature is the race inspired Abarth Competizione gearbox, which can trace its roots back to 1949 when Karl Abarth was beginning to market his first official product, a racing gearbox with a steering wheel control for the Fiat Topolino, offering slick gear shifts under sporty driving conditions.

More than 60 years later, the ABARTH Competizione is offered as standard on the Abarth 500C with the same philosophy. It takes the form of a five speed gearbox with electrohydraulic control and driver interface created with paddles behind the steering wheel in a configuration that enhances the car's attributes of thrift and efficiency under sporting driving conditions.

In detail, the innovative gearbox derived from an MTA (Manual Transmission Automated) unit consists of a conventional manual gearbox on which the manual



linkage is replaced by an actuator controlled electronically by a TCU (Transmission Control Unit) which optimises both gearshifting and mechanical efficiency. This gearbox also offers auto mode for greater comfort and manual mode for maximum driving satisfaction. The Sport setting works in both manual and auto modes, boosting gearshift speed.

The new Abarth Competizione transmission makes driving more fun, complementing out-and-out racing attributes with the possibility of shifting up through the gears on the steering wheel as though you were driving a full size supercar.

Inside, the fully equipped interior is clear in its intent – the ideal sporting heart, from the thick rimmed, grippy flat bottomed steering wheel, the sports seats and the aluminium trimmed accelerator pedal all add to the aggressive ambiance. There's a dash-mounted turbo boost gauge to help drivers get the most out of the Abarth 500C's performance when the Sport button is pressed, and aid economy when it isn't, with it flashing as the rev-limit is approached in Sport mode and when to change up for better fuel economy in normal mode.

Privacy glass on the rear wide windows and unique roof lining complete the Abarth interior. The Abarth 500C comes as standard with equipment that would have been beyond the dreams of its historic predecessor, with climate control air-conditioning, electric windows, electrically adjustable door mirrors, 17-inch alloy wheels, an Interscope sound system with radio, CD and MP3 file player power amplifier and sub-woofer, and Fiat's innovative and unique Blue&Me hands-free communication system all ticked in the standard equipment list.

With seven airbags and a five star EuroNCAP rating, safety is also fully served. A robust braking system features ABS anti-lock braking with EBD (Electronic Brake Distribution) and HBA (Hydraulic Brake Assistance) to ensure maximum stopping power when required. There's also an ESP (Electronic Stability Program) to ensure control is maintained at all times, while Hill Holder makes for stress-free starts on a slope.

“Despite all these features, performance and style, the Abarth 500C Esseesse has one last surprise up its sleeve,” says Andrei Zaitzev. “It's the price. At a recommended retail price of \$38,990 excluding statutory charges, delivery and dealer costs, the Abarth 500C Esseesse may be the little car that delivers big sting on the road, but when it comes to the wallet, it's a little sting for big performance!”



## The Abarth 500 and 500C Esseesse in detail

### **ENGINEERED BY CRAFTSMEN – AIMED AT ENTHUSIASTS**

The Abarth 500 and 500C Esseesse have been designed to put the emphasis on driving satisfaction. Entirely new springs and dampers are fitted to the front MacPherson strut and rear torsion beam suspension, while the car is also equipped with Torque Transfer Control. This switchable advanced electronic system replicates the effects of a limited slip differential on the driven front wheels to ensure maximum entertainment and safety during cornering.

In addition to having its road manners honed for predictable, agile and responsive handling, the Abarth 500 and 500C Esseesse have had their safety systems engineered to meet the highest standards. A robust braking system features ABS anti-lock braking with EBD (Electronic Brake Distribution) and HBA (Hydraulic Brake Assistance) to ensure maximum stopping power when required. There's also an ESP (Electronic Stability Program) to ensure control is maintained at all times, while Hill Holder makes for stress-free starts on a slope.

As well as the all-important mechanical alterations, drivers and passengers benefit from the high quality sporting environment. Figure-hugging one-piece backrest sports seats are designed to hold driver and front passenger firmly in place, and feature shoulder slots to accommodate racing harnesses.

The black leather-clad steering wheel has a thick rim that gives it a chunky feel, with moulded grips for thumbs and a racing car-style flat bottom. And there's a new gear lever in the Abarth 500, again finished in black leather, and designed to nestle sportily in the palm, while the 500C has a neatly trimmed set of buttons to operate the Competizione gearbox. The look is finished off with privacy glass at the rear and black headlining that's unique to this model.

### **UNCOMPROMISINGLY SPORTY – WITH A CONSCIENCE**

The heart of the Abarth 500 and 500C Esseesse is its 1.4-litre 16-valve turbo engine, developed from the Fire family of engines specifically for this application by Abarth. This engine develops a thundering 118 kW at 5500 rpm, with peak torque of 230 Nm in Sport mode at 2750 rpm. In Normal mode the engine's 201 Nm at 2750 rpm still gives it a pleasing urgency.

The results are a top speed of 211 while the 0-100 kmh dash is covered in 7.4 seconds in the Abarth 500 and 206 kmh and 7.6 seconds respectively in the 500C. This is achieved thanks to the dash-mounted Sport button which alters the engine's power and torque characteristics for sportier responses, while increasing load through the electric power steering for a firmer steering feel and added poise in corners.

The feeling of sportiness is reinforced by the sharp-shifting five-speed gearbox and suspension designed to ensure the driver always feels in close contact with the road.

Yet none of this is achieved at the expense of the environment. The Abarth 500 and 500C conforms to strict Euro 5 exhaust emissions legislation, well in advance of it being enforced. And their emissions and fuel consumption – 155 g/km of CO<sub>2</sub> and 6.5 l/100 km in the official combined cycle – make them top class performers.



Extracting maximum performance or economy is helped by the gearshift indicator housed within the dash-mounted turbo boost gauge. Push the Sport button, and just like in a racing car, the indicator flashes to tell the driver to change up when engine RPM reaches the 6000 rpm red line. With the Sport button disengaged, it reverts to fuel-saving mode, advising the driver to change gear at the point in the rev range where maximum economy can be achieved.

### **ESSEESSE – SUPREMELY SPORTING**

Australia has opted for the ultimate Abarth 500 and 500C, the Esseesse, as standard and this hones and sharpens the Abarth 500 into a hard core performance machine.

The word Esseesse means 'SS' in Italian and lives up to its name by giving the car a supremely sporting twist.

To become an Esseesse, the engine's Electronic Control Unit has been upgraded so that the 1.4-litre turbo pumps jumps from 99 to 118 kW at 5500 rpm – more than double the power output of the regular Fiat model and very much in keeping with historic Abarth practice. To help with this power upgrade, a new air filter made by Italian specialist BMC is fitted.

To match the additional power, drilled and ventilated 284 mm x 22 mm brake discs are fitted at the front, together with new high performance pads, while 240 mm x 11 mm cross drilled discs replace the already powerful standard items at the rear. Up rated Abarth springs are fitted front and rear too, and so that the Esseesse looks even racier, the regular 16-inch wheels are replaced with 17-inch titanium colour alloy rims and 205/40 R17 Pirelli P-Zero tyres or Michelin Pilot Exalto.

A tyre pressure monitoring system is the final touch in this transformation to the ultimate road-going Abarth 500.

### **COMPETITION IN THE BLOOD**

Abarth has built its rich heritage on making automotive sporting excellence available to everyone. Based on the principles of employing cutting edge materials, innovative design and an unyielding attention to detail, Austrian Karl (renamed Carlo when he changed his nationality to Italian) Abarth founded his business 60 years ago.

By tuning and thus extracting the maximum performance from a series of Fiats, Abarth notched up a string of endurance and speed records during the mid-1950s. But it was his tuning of the original 500, just over half-a-century ago, which acted as a catalyst, taking the company to 10,000 track victories, 10 world records and cementing the Abarth name in the public consciousness.

Born 101 years ago, Carlo Abarth presided over the running of his company until his death in 1979. Despite his demise, the business continued, winning its third World Rally Championship in 1980. Now a wholly owned subsidiary of Fiat Group, Abarth has inherited all the competition activities of the Fiat Racing Team.

### **BACK ON TRACK**

Competition has always been one of the building blocks for Abarth's success. And it's no less important now than when Carlo Abarth established his company in 1949. While the Abarth



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Grande Punto S2000 has recorded remarkable championship- winning success on Europe's rally stages, 2009 marked the firm's return to Europe's race circuits.

The Abarth 500 Trofeo Europa involves a field of 140 kW Abarth 500 Assetto Corse models running as support to the all-action World Touring Car Championship. They compete around some of the world's most famous circuits, including Brands Hatch in Kent and Italy's Monza. Abarth's sporting activities aren't just limited to the professionals. The Abarth Driving School offers young drivers the chance to learn how to get the most out of high performance cars in complete safety.

Developed in conjunction with four-time Monte Carlo Rally winner, the legendary Sandro Munari, the course uses a combination of theory and practical teaching to raise road safety awareness among everyday drivers.



## ABARTH 500 AND 500C ESSEESSE TECHNICAL SPECIFICATIONS

(Items in **red** are additional to the Esseesse package)

	Abarth 500 Esseesse 1.4 16V Turbo	Abarth 500C Esseesse 1.4 16V Turbo	
<b>BODY</b>	Three door hatchback	Two door convertible	
Cd	0.33	0.33	
<b>ENGINE</b>			
No of cylinders, arrangement	4 cylinder in line, 4 valves per cylinder		
Bore x stroke (mm)			
Displacement (cc)	1368		
Compression ratio			
Turbocharger	IHI RHT3 fixed geometry		
Air filter	Abarth design by BMC		
Max power output: kW-EC at rpm	118 kW/5500		
Peak torque: Nm at rpm	NORMAL	201 Nm/2750	
Peak torque: Nm at rpm	SPORT	230 Nm/2750	
<b>ELECTRICAL SYSTEM (12V)</b>			
Battery: capacity (Ah) Generator (A)	50/120		
Stop Start System	N/A		
<b>TRANSMISSION</b>			
Drive	Front	Front	
Gearbox	C510 5 speed + 1R manual gearbox	5 Speed Abarth Competizione robotized C510 manual	
Gear Ratios	1 <sup>st</sup>	3.909:1	3.909:1
	2 <sup>nd</sup>	2.238:1	2.238:1
	3 <sup>rd</sup>	1.520:1	1.520:1
	4 <sup>th</sup>	1.156:1	1.156:1
	5 <sup>th</sup>	0.872:1	0.872:1
	Reverse	3.909:1	3.909:1
	Final Drive	3.353:1	3.353:1
<b>WHEELS/TYRES</b>			
Tyres	205/40 ZR17 P Zero Black or Michelin Pilot Exalto		
Wheel	Abarth Esseesse alloy 7 x 17 ET35		
Spare Wheels	Space saver		
<b>STEERING</b>			
Steering system	Electric power steering with sport mode		
Turning circle (m)			
<b>SUSPENSION</b>			
Front	McPherson strut with recalibrated anti roll bar		
Rear	Torsion beam with anti roll bar		
<b>BRAKES - (DISCS)</b>			
Front (mm)	ZPH 4.1.2 floating front caliper, 54 mm piston Ventilated/cross drilled 284 x 22 mm		



Rear (mm)	CII 34 floating rear caliper, 34 mm piston Cross drilled 240 x 11 mm	
Pads	High performance	
<b>DIMENSIONS AND CAPACITIES</b>		
Fuel tank capacity (litres)	35	35
Kerb weight DIN (kg)	1035	1075
Max towable weight (kg) braked/unbraked		
Length (mm)	3657	3657
Width (mm)	1627	1627
Height (mm)	1485	1485
Wheelbase	2300	2300
Track front/rear	1415/1408	1415/1408
Luggage capacity (litres)	185	182
<b>PERFORMANCE</b>		
Top speed mph (kmh)	211	209
Acceleration: 0- 100 kmh (s)	7.4	7.6
<b>FUEL CONSUMPTION – EMISSIONS*</b>		
urban cycle (l/100km)	8.5	8.5
extra urban cycle (l/100km)	5.4	5.4
combined cycle (l/100km)	6.5	6.5
Exhaust emissions – CO <sub>2</sub> (g/km)	155	155
Emissions Standard	Euro V	

## ABARTH 500 AND 500C ESSEESSE

Equipment: Standard: Y; Optional: O

	Abarth 500 Esseesse 1.4 16V Turbo	Abarth 500C Esseesse 1.4 16V Turbo
<b>EXTERIOR</b>		
17-inch alloy wheels	Y	Y
Rear spoiler	Y	Y
Side skirts	Y	Y
Red brake calliper set	Y	Y
Front fog lights	Y	Y
Rear privacy glass	Y	Y
Electrically adjustable body coloured door mirrors	Y	Y
Abarth side stripe and mirror kit	Y	Y
Folding fabric roof with electric operation, three position settings, glass rear window, large rear spoiler	NA	Y
<b>COMFORT AND FUNCTIONALITY</b>		
Immobiliser	Y	Y
Follow-me-home headlamps	Y	Y
Remote control central door locking	Y	Y
Electric front windows	Y	Y
Height adjustable steering wheel and seat	Y	Y
Trip computer	Y	Y
Space saver spare wheel	Y	Y
Automatic climate control with anti-pollen filter	Y	Y





Locking fuel filler cap	Y	Y
Rear window wash/wipe	Y	NA
50/50 split rear seats with head rests	Y	Y
Dualdrive electric power steering	Y	Y
Sports seats	Y	Y
Height adjustable black leather flat-bottomed sports steering wheel	Y	Y
Black leather covered gear knob	Y	NA
Racing pedals and foot rest	Y	Y
Sport button with boost function	Y	Y
<b>SAFETY</b>		
Seven airbags	Y	Y
ABS with EBD Electronic Brake force Distribution and HBA Hydraulic Brake Assist	Y	Y
TTC Torque Transfer Control	Y	Y
ESP with ASR Anti-Slip Regulation	Y	Y
Hill Holder	Y	Y
GSI Gear shift indicator	Y	Y
Tyre pressure monitoring system	Y	Y
High performance drilled and vented brake discs	Y	Y
<b>AUDIO AND TELEMATICS</b>		
Blue&Me (Bluetooth, AUX and USB)	Y	Y
Interscope sound system with radio/CD/MP3 file player	Y	Y