



ITS HERE! THE ABARTH 500 HAS ARRIVED!

Italian, hard core high performance, race bred chassis, cutting edge engine design, customers demanding cars the moment it was launched in Europe, sold out by the time it arrived in Australia.

You could be forgiven for thinking that it's a Ferrari.

But, while it may share the Italian passion for performance, style and excitement and have been born from a company that has been producing racing cars and high performance road cars for 60 years, this is not the latest car to wear the prancing horse. This is the Abarth 500 Esseesse, the car that wears the legendary Black Scorpion badge that is a perfect distillation of the car that wears it with pride: Small, but with a big sting in its tail.

Back in 1957 Carlo Abarth, already a legend on and off the race track, took the newly launched Fiat 500 and created the first Abarth 500, a car that created a new legend, not just on the road, but as a breeding ground for countless motorsport careers. That first Abarth 500 and its development into the Abarth 500 Esseesse was a car totally focussed on extracting the maximum performance from the original 500, a car that had no compromises and which could surprise many a larger performance car in its day.

More than 50 years later, nothing has changed.

With the hugely successful reborn Fiat 500 as its starting point, Abarth has created a new Abarth 500 that is every bit as sharply focussed, hard core and as able to give bigger performance cars a fright. This is not a warmed up version of the existing car, a warm hatch for people who want to go a little bit quicker or just have the image of a faster car.

The new Abarth 500 Esseesse is the real deal.



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 500 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 mantra from the 1950s – ‘Small but Wicked’!

It is this unique character, sharply delivered and finely honed, that has made the Abarth 500 an outstanding sales success in Europe, so much so that the demand has stopped the Abarth 500 moving into other markets across the world, including Australia.

This has created considerable pent-up demand and explains why the first two shipments of the car were sold out before deliveries even started. On the other hand it means that Abarth in Australia has taken the decision to launch with the Abarth 500 Esseesse, making this the first country to get this variant straight out of the factory. In other markets customers buy the Abarth 500 and then add the Esseesse kit as an after purchase accessory.

“We could not see the point in our market of having this two stage delivery of the Abarth 500,” explains Andrei Zaitzev, General Manager for Abarth in Australia. “For a start all the customers banging on our door from the moment the car was announced in Europe said the same thing – they wanted the ultimate version. Secondly none of the reasons for the doing the aftermarket kit – insurance, the existence of large car tuning market – really apply here. So we told Abarth that our customers wanted one thing – the hottest, hardest, highest performing Abarth 500 they could produce and that’s what we have in the Esseesse!”

Compared to the normal Abarth 500, the Esseesse version destined for Australia has a power boost from 99 kW to 118 kW, while the maximum Torque lifts from 201 to 230 Nm. To cope with the power and torque lift, the Abarth 500 Esseesse has, over the normal Abarth 500, extra lowered suspension, up-rated springs and suspension, cross drilled brake discs and 7x17 inch alloy wheels in a style unique to the Esseesse. Top speed is 211 kmh and the 100 kmh dash is achieved in just 7.4 seconds, yet fuel consumption is just 6.5 litres on the combined cycle.

Thus the Abarth 500 Esseesse has a substantial performance gain over the normal Abarth 500, but compared to the normal 1.4 litre version of the Fiat 500 that has been a sales success in Australia since it was launched, the performance gain is even more impressive.



With 74 kW on tap, the normal 500 zips to 100 kmh in 10.5 seconds, while with 118 kW from the same sized engine, the Abarth 500 Esseesse rips to 100 kmh in 7.4 seconds, while top speed lifts from 182 to 211 kmh.

But here is the quite remarkable bit.

For that extra performance, 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!

Abarth's technical wizards have thoroughly re-engineered the 500 to produce the Abarth 500. Squeezing a turbocharger into the tight confines of the 500's engine bay was no mean feat, and led Abarth engineers to completely redesign the front end of the vehicle. As a testament to their skill, Abarth technicians created a deeper spoiler that feeds the engine with sufficient air while maintaining the frontal appearance of the 500.

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 advanced electronic system replicates the effects of a limited slip differential on the driven front wheels to ensure maximum entertainment and safety during cornering, limiting understeer, enhancing turn-in and maintaining stability in bumpy corners.

Amazing although this performance is, it does not have to be experienced to realise that the 500 has gone under a thorough metamorphosis to produce the Abarth 500 Esseesse. There's the lowered stance, the wheel arches crammed with unique 17 inch alloy wheels and a slick of 205/40 series high performance tyres, a massive rear spoiler over the rear window that is complemented by a rear splitter and two huge fire breathing exhaust outlets. The Abarth side stickers are matched by side sills and there are additional vents pull heat away from the brakes.

Inside, the fully equipped interior is clear in its intent – the ideal sporting heart, from the thick rimmed, grippy flat bottomed steering wheel, the leather bound gear knob, the sports seats and the aluminium trimmed pedals all add to the aggressive ambiance. There's a dash-mounted turbo boost gauge and gear shift indicator to help drivers get the most out of the Abarth 500'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 500 comes as standard with equipment that would



have been beyond the dreams of its historic predecessor, with climate control air-conditioning, electric windows, seven airbags, electrically adjustable body coloured 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 500 Esseesse has one last surprise up its sleeve,” says Andrei Zaitzev. “It's the price. At a recommended retail price of \$34,990 excluding statutory charges, delivery and dealer costs, the Abarth 500 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 Esseesse in detail

ENGINEERED BY CRAFTSMEN – AIMED AT ENTHUSIASTS

The Abarth 500 Esseesse has 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 Esseesse has had its 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, again finished in black leather, and designed to nestle sportily in the palm. 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 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. 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 conforms to strict Euro 5 exhaust emissions legislation, well in advance of it being enforced. And its emissions and fuel consumption – 155 g/km of CO₂ and 6.5 l/100 km in the official combined cycle – make it a top class performer.

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 – SUPREME SPORTING

Australia has opted for the ultimate Abarth 500, 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 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 ESSEESSE TECHNICAL SPECIFICATIONS

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

		Abarth 500 Esseesse 1.4 16V Turbo
BODY		Three door hatchback
Cd		
ENGINE		
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
ELECTRICAL SYSTEM (12V)		
Battery: capacity (Ah) Generator (A)		50/120
Stop Start System		N/A
TRANSMISSION		
Drive		Front
Gearbox		C510 5 speed + 1R
Gear Ratios	1 st	3.909:1
	2 nd	2.238:1
	3 rd	1.520:1
	4 th	1.156:1
	5 th	0.872:1
	Reverse	3.909:1
Final Drive		3.353:1
WHEELS/TYRES		
Tyres		205/40 ZR17 P Zero Black or Michelin Pilot Exalto
Wheel		Abarth Esseesse alloy 7 x 17 ET35
Spare Wheels		Space saver
STEERING		
Steering system		Electric power steering with sport mode
Turning circle (m)		
SUSPENSION		
Front		McPherson strut with anti roll bar
Rear		Torsion beam with anti roll bar
BRAKES - (DISCS)		
Front (mm)		Ventilated/cross drilled 284 x 22 mm
Rear (mm)		Cross drilled 240 x 11 mm
Pads		High performance
DIMENSIONS AND CAPACITIES		



Fuel tank capacity (litres)	35
Kerb weight DIN (kg)	1035
Max towable weight (kg) braked/unbraked	
Length (mm)	3657
Width (mm)	1627
Height (mm)	1485
Wheelbase	2300
Track front/rear	1415/1408
Luggage capacity (litres)	185
PERFORMANCE	
Top speed mph (kmh)	211
Acceleration: 0- 100 kmh (s)	7.4
FUEL CONSUMPTION – EMISSIONS*	
urban cycle (l/100km)	8.5
extra urban cycle (l/100km)	5.4
combined cycle (l/100km)	6.5
Exhaust emissions – CO ₂ (g/km)	155
Emissions Standard	Euro V

ABARTH 500 ESSEESSE

Equipment: Standard: Y; Optional: O

EXTERIOR	
17-inch alloy wheels	Y
Rear spoiler	Y
Side skirts	Y
Red brake calliper set	Y
Front fog lights	Y
Rear privacy glass	Y
Electrically adjustable body coloured door mirrors	Y
Abarth side stripe and mirror kit	Y
COMFORT AND FUNCTIONALITY	
Immobiliser	Y
Follow-me-home headlamps	Y
Remote control central door locking	Y
Electric front windows	Y
Height adjustable steering wheel and seat	Y
Passenger seat position memory	Y
Trip computer	Y
Space saver spare wheel	Y
Automatic climate control with anti-pollen filter	Y
Locking fuel filler cap	Y
Rear window wash/wipe	Y
50/50 split rear seats with head rests	Y
Dualdrive electric power steering	Y
Sports seats	Y
Height adjustable black leather flat-bottomed sports steering wheel	Y
Black leather covered gear knob	Y
Racing pedals and foot rest	Y



Sport button with boost function	Y
SAFETY	
Seven airbags	Y
ABS with EBD Electronic Brake force Distribution and HBA Hydraulic Brake Assist	Y
TTC Torque Transfer Control	Y
ESP with ASR Anti-Slip Regulation	Y
Hill Holder	Y
GSI Gear shift indicator	Y
Tyre pressure monitoring system	Y
High performance drilled and vented brake discs	Y
AUDIO AND TELEMATICS	
Blue&Me (Bluetooth and USB)	Y
Interscope sound system with radio/CD/MP3 file player	Y