



CHIC ITALIAN MODEL GOES TOPLESS IN AUSTRALIA – FIRST PICTURES!

Europe's hottest model, seen topless at all the top beach resorts in Europe last northern summer, has been spotted at Australian beaches for the first time, with deliveries of the new Fiat 500C, the soft top version of Fiat's award-winning bambino, now on the road - and alongside the beach – in Australia.

"The Fiat 500C has to be the car to be seen in this summer," says Andrei Zaitzev, General Manager of Fiat in Australia. "But the 500C is not only going to be as chic as her hard top sister, she will also be a lot more exclusive with just a strictly limited number available for the Australian market. This is why we released prices and specifications last year, so owners could plan their purchase and be first at the beach to take the top off their Fiat 500!"

The new Fiat 500C is equipped with a 1.4 litre 74 kW engine with a choice of a manual or Dualogic gearbox, with prices starting at a recommended retail price of \$28,990 for the manual version and \$30,990 for the self shifting Dualogic version, excluding statutory and on road costs.

"The Fiat 500C is much more than a stylish body," explains Mr Zaitzev. "It has the same quality of design and technology that has made the Fiat 500 both an award winner as well as a sales success that defied the global financial crisis. It shares the same technology as the 500 and that means it is as economical as it is cute, it has a five star EuroNCAP safety rating and it is comprehensively well equipped."

"To this the 500C adds a clever and innovative roof that has a glass rear window and which folds away at the press of a button. The clever design means that when closed it is as quiet and comfortable as the hard top. The boot space is comparable to the hard top and it is easily accessible through a cleverly hinged boot lid and, if the hood is down, pressing the boot opening button – either on the key or the lid itself – automatically signals to the roof to partially close so it does not impinge on the use of the boot. Indeed, it is arguable that the overall design is more suitable for the Australian climate than most convertibles as the sides of the car keep cool air inside the car, while providing the unique open top driving experience," says Mr Zaitzev.

"Like the 500, the 500C is as clever as it is beautiful and fun to drive!"

The stylish new Fiat 500 C pays homage to the original 1957 fabric roof Fiat 500, but today's thoroughly modern interpretation offers customers innovative solutions in terms of mechanical design, performance and comfort.

The Fiat 500 C's introduction is thus absolutely in line with the authentic Fiat tradition of giving customers access to segment firsts in terms of content and technology, and comes just 18 months after the local launch of the Fiat 500.

Starting from the basis of the highly successful hatchback, the introduction of a soft top version does not change the winning characteristics of the model, such as its four comfortable seats and its comprehensive safety equipment, but it does add new functions that heighten enjoyment, including easy access to the boot even when the soft top is fully open, thanks to a clever system of parallelogram hinges.

Another strong point of this original convertible version is its exceptional climate and acoustic comfort. Thorough aerodynamic research means that turbulence experienced on the move with the roof open has been reduced to a minimum, allowing full enjoyment of fresh air and the company of fellow passengers.

The decision to re-interpret the original design in a modern idiom, with an electric sliding roof that retains the shape of this classic vehicle, makes the Fiat 500 C less of a seasonal product and one that can be enjoyed the whole year round. In short, all these features make this new vehicle one of the most successful convertibles in the modern city car segment.

The Fiat 500 C soft top stands out for its elegant electrically controlled movements and its impressively finished and carefully selected technical features, from the glass rear window to the third brake light built into the soft top itself.

The new Fiat 500 C has an exclusive feel to its interior, which is embellished with top quality desirable fabrics, including optional Frau leather upholstery, and a long list of standard features: from automatic climate control to the innovative Blue&Me telematics system.

New Fiat 500 C retains the same dimensions as the hatchback (355 cm long, 165 cm wide and 149 cm high) and uses the powerful engine, the 1.4 74 kW petrol engine, available with manual or Dualogic semi-automatic robotised gearboxes.

The commercial launch of Fiat's latest convertible ensures that the Fiat 500 continues to be much discussed, and confirms its status as an Italian style icon, able to win over the public and critics worldwide. Clear evidence of its success are the 30 awards it has won worldwide, the 11 million internet users who have visited its website (viewing a total of 200 million pages) and more than 360,000 customer orders for the vehicle received in the 59 markets where it is now on sale.

This is all the more impressive when it's appreciated that more than half this vehicle's sales have been recorded outside Italy, (50 per cent elsewhere in Europe and 8 per cent in the rest of the world). In each country where it has been launched, the Fiat 500 has generated enormous interest: in Japan, for example, there have been more than 5,000 orders. It should also be recognised that 80 per cent of Fiat 500 customers select the most expensive features and 90 per cent ask for the Blue&Me system.

In short, as an expression of Italy's pre-eminent automotive design, the Fiat 500 is not merely a super-compact city car, but a real platform upon which Fiat Group Automobiles is building a whole family of cars with advanced technology and great attention to detail. The new Fiat 500 C represents another step forward in this direction.

Alluring shape and innovative design

"The Fiat 500 C is not merely the open version of the 500," explains Roberto Giolito, Fiat & Abarth Style Director. "In fact, thanks to the wide range of available versions, this new model is really a whole new car in its own right, with a strong personality inherited from the original 1957 model and an undoubted sentimental value brought to it by so many fans over the years. If, on the one hand, the Fiat 500 C respects the original version, on the other it enriches it with new features which, thanks to stylistic choices, afford each one of us maximum freedom of use."

The Fiat 500 C uses a deeper windscreen than the Fiat 500. This is needed to resize the upper cross member; and affords a better view for the rear passengers, increases torsional rigidity and facilitates clean lines. These are also enhanced by the continuity of the windscreen, which extends to the fabric roof without exposing any part of the bodywork (an elegant and technologically sophisticated solution in keeping with the spirit of the 500 C).

If the soft top is down and the boot release is activated, an electronic system automatically lifts the hood a few centimetres to allow the boot to be fully opened. This functional and neat solution contributes to the fact that the Fiat 500 C is best in class for ease and versatility of loading and unloading. The luggage compartment itself, (with a capacity of 182 litres – just three litres less than the saloon version), together with a traditional upwards-opening boot and wide access, is spacious and easy to load.

The interior of the Fiat 500 C boasts top quality materials. In particular, the new sporty seats are upholstered in a high quality durable fabric. The backrest and cushions of the rear seats keep passengers well located.

An innovative soft top for a unique style

The Fiat 500 C soft top is characterised by sophisticated electrically controlled movements and innovative technical solutions. In particular, a colour-coded moulding of the same colour as the soft top acts as a spoiler and houses a third brake light, creating similar aerodynamics to the saloon version – a class-leading Cx of 0.33.

In addition, when the soft top is down, the spoiler is arranged so that the third brake light is always visible. The double-layered roof fabric ensures the best possible insulation from the elements, and along with the fabric covered pillars, completes an attractive finish from the inside.

The electrically operated soft top can be controlled either by buttons next to the interior roof light, or from the car's remote control unit. In addition, the soft top can be operated at any speed under 37 mph (60 km/h).

The soft top is designed to be easy to use: to open it, just press the button for at least half a second to trigger the movement that then continues automatically up to the spoiler position (a midway point can of course be chosen by pressing the button again). Press the button again for at least half-a-second to fully open the roof. When using the remote control, the roof can be opened only as far as the spoiler. For safety reasons, the roof stops at around 25 cm from complete closure; (just press and hold the button to complete the movement).

When the boot is open, the soft top can only be closed (the opening function is de-activated). However, if the roof is fully open and the boot needs to be opened, the soft top automatically moves to a midway point to avoid obstructing loading operations.

Finally, the standard wind-stop can easily be positioned behind the rear headrests (attached to the parcel shelf). This wind tunnel-tested accessory has been designed specifically for the Fiat 500 C. It offers a notable reduction in turbulence for all passengers, at all speeds, and there is no need to remove the wind-stop to open or close the soft top (another unique feature for this vehicle segment).

Environmentally friendly engines

The Fiat 500C's 1.4 litre engine boasts sophisticated technology and is characterised by its lively and flexible feel.

The Fiat 500's power units are produced by Fiat Powertrain Technologies (FPT), the division of the Fiat Group that is wholly responsible for the innovation, research, design and production of engines and gearboxes for all types of vehicle: from cars to trucks, boats and agricultural equipment. With around 20,000 employees, 16 factories and 11 research centres across nine countries, this division is one of the most important global players in powertrain manufacturing. At FPT, around 3,000 highly specialised technicians are dedicated to developing and engineering innovative technologies. More than 40 patents filed every year is proof of the quality and seriousness of this commitment, making FPT a centre of excellence for technology and continuous innovation.

Fiat's 1.4 litre 16V engine delivers 74 kW at 6,000 rpm and a maximum torque of 131 Nm at 4,250 rpm. Developed with strong performance and low consumption in mind, this engine puts the Fiat 500 C at the top of its class, with a top speed of 182 kmh and 0-100 kmh acceleration in just 10.5 seconds. Fuel economy is impressive too: in the combined cycle, the 1.4 litre achieves 6.3 l/100 km. With 74 kW available, this compact car is capable of lively performance and quick responses in city traffic.

Class-leading safety

Structurally derived from the Fiat 500 hatchback (the first car under four metres to receive a five-star Euro NCAP crash safety rating), the Fiat 500 C retains all the safety components and features (active and passive) that justifiably place it among the market's best-in-class.

For example, with seven airbags offered as standard equipment, (two front, two window, two side and one knee bag) the Fiat 500 C is unrivalled in its segment in terms of passive safety. Furthermore, the new car's stable and efficient braking system combined with its responsive acceleration and reliable handling allows it to emerge unscathed from emergency situations.

The Fiat 500 C uses sophisticated technical solutions to ensure that the driver is in control of the car (active safety): such as ABS anti-lock braking with electronic brake distribution (EBD); an advanced electronic stability program (ESP); anti-slip regulation (ASR), a Hill Holder system – which helps the driver with hill starts – and hydraulic brake assistance (HBA) to help with emergency stops.

Moreover, to ensure the safety of the driver and passengers, the Fiat 500 C has a body designed according to the latest crash resistance criteria. This is the first super-compact car equipped with a front-end structure specifically designed to improve inter-vehicle compatibility in head-on collisions, with a rigid cabin to protect the occupants and high-absorption zones on the outside.

All four seat belts are three-point type – while both front belts have dual pretensioners and load limiters. The front and rear seats are equipped with an anti-submarining system that stops the wearer from sliding underneath the seatbelt during an impact.

The Fiat 500 C has all the dynamic and comfort features that allow users to embark comfortably and safely on any journey. The suspension system plays a fundamental role in this: front suspension is provided by independent MacPherson struts, while the rear suspension is semi-independent with a torsion beam axle. The semi-independent torsion-axle rear suspension

system also features an anti-roll bar derived from the Abarth 500 to improve handling and comfort.

Standard and optional features

The Fiat 500C version stands out for its Chrome kit, which includes chrome trim on the side windows, exhaust tail pipe, the interior door handle inserts, gear lever and the front and rear bumpers. Standard equipment includes automatic climate control, ESP, fog lights and parking sensors. The unique to the 500C alloy wheels with 185/55 R16 tyres and electric wing mirrors painted to match the body also come as standard, as does climate AirCon, ABS brakes power windows and locks and the innovative Blue&Me telematics system, which even allows owners to talk to their Fiat 500! Blue&Me, with its eco:Drive programme also enables the 500C to teach its owner to drive more economically.

Fiat 500 C technical specifications

	Fiat 500 C 1.4 Manual	Fiat 500 C 1.4 DualLogic
Emission standards	Euro 5	
No. of cylinders and arrangement	4, in line, transverse	
Bore x stroke (mm)	72 x 84	
Displacement (cm ³)	1368	
No. of valves per cylinder	4	
Compression ratio	10.8 : 1	
Max. power output: kW at rpm	74/6000	
Peak torque: Nm at rpm	131/4250	
Tappet control	Finger rocker arm with hydraulic tappets (2 x OHC)	
Timing (control)	Toothed belt	
Fuel supply	Sequential and timed electronic MPI	
Ignition	Static advance, electronic, integrated with the injection	
Emissions control	Three-way catalyst in engine bay, 2 Lambda probes, EOBD	
Transmission	5 Speed Manual	5 Speed robotised manual
Drive	Front	
Clutch	Mechanical, self-adjusting	
Brakes		
Front (mm)	D257 x 22 ventilated	
Rear (mm)	D240x11 (full)	
Suspension		
Front	Independent, MacPherson strut suspension with transverse lower wishbones secured to an auxiliary cross member; anti-roll bar connected to the shock-absorber	
Rear	Semi-independent suspension with torsion beam axle and anti-roll bar	
Performance and fuel consumption		
Top speed (kmh)	182	
0-100 kmh (secs)	10.5	
Urban consumption (l/100 km)	8.2	8.2
Extra urban consumption (l/100 km)	5.2	5.2
Combined consumption (l/100 km)	6.3	6.3
CO2 (g/km)	140	140

Fiat 500C Equipment List

S – Standard; O - Optional	Fiat 500C
Electric soft-top with two positions (partially open/fully open) and automatic partial closure to open the boot	S
Remote central locking with customisable key cover	S
Electric front windows	S
Dualdrive™ electric power steering	S
Dual stage driver and passenger airbags	S
Side airbags	S
Window bags	S
Driver kneebag	S
ABS + EBD	S
Body coloured bumpers	S
Chromed exterior door handles	S
Passenger seatback with pocket	S
Height adjustable steering wheel	S
Height adjustable driver's seat	S
Radio with MP3 compatible CD player and 6 speakers	S
Automatic climate control/AirCon	S
Body coloured electric door mirrors	S
Foglights	S
50/50 split rear seat with height-adjustable headrests and Isofix attachments	S
Rear parking sensors	S
Front passenger seat with storage compartment under the seat and glove compartment	S
ESP + ASR/MSR, HBA and Hill Holder	S
Blue&Me hands-free system with Bluetooth technology, voice recognition, steering wheel mounted controls and digital audio file player with USB port	S
Leather steering wheel with commands	S
Chrome kit (Side window contours with chrome insert, chrome exhaust pipe, chrome inserts in front and rear bumpers, chrome gearlever)	S
16" alloy wheels with 195/45 tyres - specifically for the 500 C	S
Dualogic gearbox	O
Dualogic gearbox controls on the steering wheel	O
Wind stop	S