

(⚡) RED



FIAT

Good for the Planet, Good for the People

FIAT® is proud to partner with (RED). Founded by Bono & Bobby Shriver in 2006 to fight AIDS, (RED) partners with the world's most iconic brands and people to create products and experiences that raise money, heat and urgency for global health crises.

Every action you take with (RED) saves lives.

To date, (RED) has generated over \$760 million for the Global Fund, helping more than 290 million people. (RED) funding supports life-saving programs that empower health workers and provide testing, treatment and care in places where injustice has enabled pandemics to thrive.

All-new All-electric

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timeless travel

FIAT® has built a century-long legacy as a leading automotive innovator. The latest FIAT 500 resembles the original city car, but is now a slightly larger, massively enhanced version of itself. The all-new, all-electric FIAT 500e brings new energy (quite literally) to its role as the ultimate urban vehicle.

2024 1957



Roaming Power



ready. set. charge.

The new FIAT® (500e)^{RED} features a 42-kWh battery that will take you approximately 150 miles^{1*} on a single charge. Its Smart Charging Port enables AC home and public charging, plus public DC fast charging, which delivers a 0 – 80 percent charge in 35 minutes. Three-color LED feedback lights tell you the charging status at a glance.



* A note about this brochure. All disclosures can be found on the last page.



True icons never forget where they came from. The latest generation of FIAT® 500 humbly pays homage to its birthplace with flag, city skyline and name badges found throughout the car. Exterior lines and colors are unmistakable cues of its clean Italian design.



The expanded, refined FIAT® (500e)^{RED} interior features contoured, quilted seating with a repeating "FIAT" pattern. A new era of intuitive controls and infotainment arrives with generously sized tablets and screens. Nostalgic throwbacks include the two-spoke steering wheel and rounded cluster.

how goes it

With an all-new Battery Electric Vehicle (BEV) architecture, FIAT® (500e)^{RED} optimizes weight and aerodynamics for the best possible range. With a peak output of 162 lb-ft of torque, you'll go 0 – 60 mph in 8.5 seconds. Three drive modes let you choose between Normal, Range or Sherpa modes. Its One-Pedal Driving and E-Coasting capabilities decelerate the vehicle simply by taking the foot off the right pedal, regenerating up to 30 percent more energy.

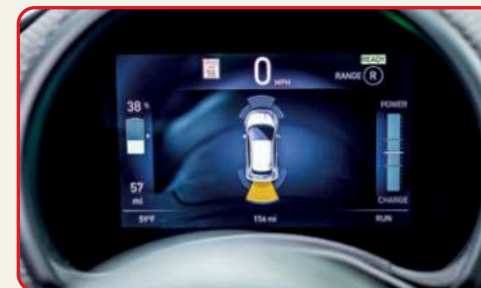
Hum Along





vehicle wizard

A 7-inch digital Driver Information Display (DID) delivers configurable, full-color data and graphics, making essential EV stats readily available. New features are explained with tutorials in the cluster; pop-ups remind when these features could be of use.



Ultra Intel



your world in 10.25 inches

The next generation of FIAT® Connect² is an indispensable hub of information and services delivered via on-board displays and dedicated smartphone apps.

FIAT Connect² features Uconnect® 5 NAV and a 10.25-inch high-definition touchscreen display. Standard Integrated Voice Command pairs with wireless Apple CarPlay®³ support, Android Auto™⁴ compatibility and Alexa Built-In⁵ wireless integration, along with embedded GPS Navigation⁶ with 3D maps and over-the-air updates.

FIAT Connect² also pairs with the FIAT App⁷ that delivers valuable remote operations, alerts and more. With it, you can precondition your vehicle, lock your doors or flash your lights. You can monitor your vehicle's speed and set boundaries when a loved one is behind the wheel. There's a user-friendly mapping tool that lays out your route, range, charging station locations and much more.

safety features

FIAT® (500e)^{RED} incorporates standard safety and security features that reflect the latest advances in autonomous driving technology, many of which use cameras and sensors to provide warnings and assistance.

Intelligent Speed Assist (ISA)⁸ with Traffic Sign Recognition⁹

This system works in multiple ways, such as helping maintain a set speed from the vehicle in front of you while also helping anticipate traffic signs ahead.

LaneSense® Lane Departure Warning Plus¹⁰

Sends visual, acoustic and steering wheel vibration warnings whenever the system senses the vehicle drifting into another lane.

Drowsy Driver Detection¹¹

Helps detect initial signs of driver fatigue by monitoring lateral movements of the vehicle. A visual and acoustic warning on the instrument cluster alerts occupants when fatigue is detected.

Pedestrian/Cyclist Detection with Automatic Emergency Braking¹²

Automatically brakes to help avoid or mitigate a collision when it senses a vehicle, pedestrian or cyclist in front of the vehicle. Acoustic and visual warnings are followed by a brake jerk with eventual braking of the vehicle.

E-Call Emergency System¹³

The new e-call system provides an automated call to emergency services following an accident detected through the air bag¹⁴ module. Essential vehicle information, such as VIN and location, are forwarded as well. The system also allows occupants to manually call for help by pressing the SOS button.

7

air bags¹⁴



Air Bags¹⁴

The new FIAT (500e)^{RED} is equipped with seven air bags¹⁴ It is also equipped with standard, advanced seat belt systems that feature three-point seat belts for all four seating positions, providing optimal occupant protection in crash events.

park assist¹⁵



ParkSense® Rear Park Assist System¹⁵

Rear integrated sensors send out ultrasonic waves when the vehicle is driven at low speeds, determining the relative distance of rear obstacles. The driver is shown visual indicators on the cluster; chimes sound when an obstacle is in the vehicle's path.



ParkView® Rear Back-Up Camera¹⁶

The new, digital, high-definition rear camera (located in the tailgate) produces a high-resolution image with enhanced clarity and sharpness. On the 10.25-inch touchscreen display, the image is projected with dynamic grid lines and a center line graphic that adjusts the guide path as the steering wheel is turned.

standard safety

The new FIAT® (500e)^{RED} provides an impressive range of standard, sophisticated safety and security features — many of which serve to aid the driver.



Lane Control¹⁰

Warns the driver when straying from the marked lane and actively helps to keep the vehicle within the lane. It uses visual, audible and haptic signals like steering wheel vibration. An activated turn signal deactivates the function.

Tire Pressure Information System

Monitors the tire pressure of each tire and displays a graphic alert on the instrument cluster when the pressure becomes too low.

Electric Parking Brake

Space efficient and features automatic functions. Auto Hold prevents rollback during starts on inclines, and Auto Apply locks brakes when the car is parked.

Rain-Sensing Wipers

Automatically keep the windshield clear with a sensor that's activated based on the intensity of precipitation combined with the vehicle's speed.

FIAT® (500e)^{RED} Specifications

STANDARD

ELECTRIC VEHICLE (EV) SYSTEM

- 400-volt 42-kWh Front Electric Drive Motor
- Front-Offset 1-Speed Gearbox
- E-Mode Selector
- Regenerative Braking System with E-Coasting
- Battery Charge Indicator
- Electric Power Steering
- Charging — Free2move Level 2 EV Charger Wall Unit¹⁷ or Free2move Charge Go Package
- One-Pedal Driving
- Push-Button Start
- Front-Wheel Drive (FWD)

EXTERIOR

- Red Exterior Accents including Mirror Caps and Front Grille
- Solar-Control Glass
- LED Low-/High-Beam Reflector Headlamps with Delayed "Off"
- LED Taillamps
- LED Daytime Running Headlamps
- Automatic Headlamps
- Power Mirrors
- Non-Locking Fuel Cap/Filler
- 17-inch Aluminum Multi-Spoke Wheels
- 205/45R17 All-Season (A/S) Tires
- Tire Service Kit

INTERIOR

- Cloth Black Bucket Seats with "FIAT" Monogramming and Red Accents
- 7-inch Digital, Full-Color Driver Information Display (DID)
- Gloss Red-Painted Dashboard
- Unique E-Latch Door Opener
- 6-Way Manual-Adjust Driver's Seat
- 4-Way Manual-Adjust Front-Passenger Seat

INTERIOR CONTINUED

- 50/50 Split-Folding Rear Seats with Manual Recline
- Rear-Seat Head Restraints
- Air Conditioning with Automatic Temperature Control
- Wireless Charging Pad
- Front Console with Leather Armrest
- Steering Wheel with Red "500" Logo and Mounted Audio and Phone Controls
- Tilt/Telescoping Steering Column
- Uconnect® 5 NAV with 10.25-inch Touchscreen Display, GPS Navigation,⁶ SiriusXM® Radio¹⁸ and AM/FM Radio
- High-Definition (HD) Radio
- SiriusXM with 360L¹⁸
- TomTom® Connected Travel and Traffic Services¹⁹
- 4G LTE Wi-Fi Hotspot²⁰
- Alexa Built-In⁵
- Wireless Apple CarPlay^{®3} Support and Android Auto^{™4} Compatibility
- Integrated Voice Command
- Media Hub with 1 USB Port²¹ — Full Function
- Front-Row USB Port — Charge Only
- 12-volt Auxiliary Power Outlet
- 6 Speakers
- Front Courtesy/Map Lamps
- Front Dome Lamp
- Trunk Lamp
- Rearview Day/Night Mirror
- Passenger Sun Visor with Mirror
- Front Floor Mats with "500" Logo
- Cargo Storage
- Cargo Compartment Cover
- Power Windows, 1-Touch Up/Down
- Rear Window Defroster
- Rear Window Wiper/Washer

SAFETY & SECURITY

- 7 Air Bags¹⁴ including Front and Rear Side-Curtain and Driver's Knee Bolster
- Regenerative 2-Wheel Disc Antilock Brakes
- ParkView® Rear Back-Up Camera¹⁶
- ParkSense® Rear Park Assist System¹⁵
- Pedestrian/Cyclist Detection with Automatic Emergency Braking¹²
- Drowsy Driver Detection¹¹
- LaneSense® Lane Departure Warning Plus¹⁰
- Traffic Sign Recognition⁹
- Keyless Go with 2-Door Passive Entry and Front Locks
- Rain-Sensing Windshield Wipers
- Cruise Control
- Intelligent Speed Assist (ISA)⁸
- Electronic Stability Control (ESC)²²
- Remote Climate Control Activation
- Electric Park Brake
- Tire Pressure Information System
- Front and Rear Passenger Seat Belt Alert

AVAILABLE

- 205/45R17 Summer Tires

Paint Options



Red by (RED)



Tuxedo Black



Glacier White



JOIN US

Join fellow enthusiasts and tell your story by posting comments, participating in discussions, and sharing your FIAT® vehicle photos and videos. Connect with our community on Facebook (facebook.com/fiatusa), follow us on X (twitter.com/fiatusa), and check us out on YouTube (youtube.com/fiatusa) and Instagram (instagram.com/fiatusa).

FIAT® DRIVEPLUSSM MASTERCARD®

Apply today for a FIAT DrivePlusSM Mastercard® and, upon approval, start earning 5% cash back on FIAT dealership purchases, 2% cash back on gas and travel purchases, and 1% cash back on purchases everywhere else.²³ Redeem your rewards toward your next service or your next FIAT vehicle purchase. Visit drivepluscard.com or visit a participating dealer to learn more.



WARRANTIES

Standard coverage includes: Basic Limited Warranty²⁴ — 4 Years/50,000 Miles, Anti-Corrosion Perforation Limited Warranty (outer panel) — 5 Years/100,000 Miles, Roadside Assistance — 4 Years/Unlimited Miles with services, including Flat-Tire Service, Out of Gas/Fuel Delivery (maximum 2 gallons), Battery Jump Assistance, Lockout Service and Towing Assistance. Visit your FIAT dealer for additional details, eligibility and restrictions.

(1) Based on manufacturer's estimate. Actual mileage may vary. (2) All vehicles properly equipped to receive connected services come with a three-month trial of Assistance Package or Assistance + Navigation Package (if equipped), up to five years of Vehicle Performance Package, and up to 10 years of Safety and Security Package effective from the date of purchase or lease of a new vehicle. Enrollment in trial is required to receive services. Upon expiration of trial period, purchase of a subscription is required to continue or renew services. Services are available on equipped vehicles purchased within the United States, Canada and Puerto Rico. Services can only be used where cellular coverage is available. See the applicable Terms of Service for complete terms and conditions, including service limitations. (3) Requires compatible iPhone. See dealer for phone compatibility. Data plan rates apply. Vehicle user interface is a product of Apple. Apple CarPlay is a trademark of Apple Inc. iPhone is a trademark of Apple Inc., registered in the US and other countries. Apple terms of use and privacy statements apply. (4) To wirelessly use Android Auto on your display, you need a compatible Android smartphone with an active data plan. You can check which smartphones are compatible at g.co/androidauto/requirements. Android Auto is a trademark of Google LLC. (5) Vehicle must be properly equipped with a Uconnect 5 NAV system. Requires a Wi-Fi Hotspot data plan and linked Amazon account to run Alexa in the vehicle. (6) This system is not intended to be used while the vehicle is in motion. (7) App features may vary between vehicle model year and the connected services available. (8) This system is a driver convenience system, not a substitute for active driver involvement. Factors including weather and condition of the traffic sign can impact recognition and display of the sign. Driver must remain aware of traffic conditions and maintain control of the vehicle. (9) Traffic Sign Recognition is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition and display of the sign. Always check traffic signs visually while driving. (10) This system is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and maintain control of the vehicle. (11) This system is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use the brakes to avoid collisions. (12) This system is an alert system for the front of the vehicle. It is not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use the brakes to avoid collisions. (13) Vehicle must be enrolled with FIAT Connect and be in an active and usable cellular range. An SOS Customer Care agent directs emergency assistance to your vehicle's location. (14) Always sit properly in designated seating positions with seat belts securely fastened at all times. (15) Always look before proceeding. An electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. (16) Always check entire surroundings visually before proceeding. (17) Requires purchase and professional installation. (18) All SiriusXM services require a subscription, sold separately by SiriusXM after the trial period. Your SiriusXM service will automatically stop at the end of your trial unless you decide to subscribe. **If you decide to continue service after the trial, the subscription plan chosen will automatically renew, and you will be charged according to your chosen payment method at then-current rates.** Fees and taxes apply. See the SiriusXM Customer Agreement & Privacy Policy at www.siriusxm.com for full terms and how to cancel, which includes online methods or calling 1-866-635-2349. Available in the 48 contiguous United States, D.C. and Puerto Rico (with coverage limits and capable receiver). Visit www.siriusxm.com/FAQS for the most current service area information. Availability of some services and features is subject to device capabilities and location restrictions. All fees, content and features are subject to change. SiriusXM, Pandora and all related logos are trademarks of SiriusXM Radio Inc. and its respective subsidiaries. (19) Vehicle must be enrolled in an active subscription with FIAT Connect. (20) Three-month/3GB trial included with the purchase or lease of a new vehicle. Upon the earlier of either the expiration of the trial period or usage of included 3GBs, the trial ends. Purchase of a subscription is required to continue service. Wi-Fi Hotspot available through third-party provider subscription and subject to provider terms and conditions. Requires eligible vehicle with Internet-enabled mobile device. Contact your dealer for details. Wi-Fi Hotspot functionality available in U.S. and Canada only. Coverage and service not available everywhere. This feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. (21) For supported file formats, refer to the USB Port section of the Owner's Manual or DVD. (22) Always drive carefully, consistent with conditions. Always wear your seat belt and obey traffic laws. (23) See the Reward Terms and Conditions in the Summary of Credit Terms for details, including earning, redemption, expiration or forfeiture. Percentage back is earned as points. (24) Visit Mopar.com for complete details and a copy of the Basic Limited Warranty.

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