FOR IMMEDIATE RELEASE 18 July 2016

**LIMITED EDITION FIAT 500 COLLECTION LAUNCHED IN IRELAND**

* **FIAT Ireland has launched the limited edition FIAT 500 Collection exclusively for the Irish market**
* **Available exclusively in white with red detailing or red with white detailing, the FIAT 500 Collection offers up to €725 worth of added equipment for just €150 more than the Lounge model on which it is based**
* **All examples are powered by FIAT’s renowned 69hp 1.2-litre petrol engine Only 24 examples will be offered to Irish buyers – 12 white and 12 red**
* **Pricing starts from €16,250\* with cars available to order today**
* **A five-year warranty and five years’ roadside assistance are included as standard, as on all FIAT vehicles sold in Ireland**

FIAT Ireland has launched the new FIAT 500 Collection with a limited run of just 24 vehicles. Based on the new FIAT 500 Lounge, this latest special edition offers a number of styling and equipment enhancements for just €150 more than the FIAT 500 Lounge on which it’s based.

Available exclusively with the popular 69hp, 1.2-litre petrol engine, the FIAT 500 Collection is available in white or red with contrasting detailing. White models, for example, have a red dashboard, red key cover and a chrome-finished gear shifter, as well as red mirror caps, red side mouldings, larger 16-inch alloy wheel with centre caps with red detailing. For red cars, these details are all offered in contrasting white.

Standard equipment on all FIAT 500 models includes seven airbags; remote central locking; electric front windows; electric mirrors; UconnectTM Radio with six speakers, AUX-IN and USB ports; steering wheel-mounted audio controls; Start & Stop; a space-saver spare wheel and LED daytime running lights, while the Pop Star version adds air conditioning; body-coloured mirror caps with defrosting function; 15-inch alloy wheels and a 50/50 split folding rear seat with adjustable rear headrests.

The top Lounge model, on which the FIAT 500 Collection is based, adds luxury equipment including a panoramic, fixed glass sunroof; rear parking sensors; a leather-trimmed steering wheel; front fog lights; chrome styling kit and a touchscreen UconnectTM infotainment system with Bluetooth connectivity as standard.

Priced at €16,250\*, the FIAT 500 Collection is equipped with up to €725 worth of additional equipment for a mere €150 more than the Lounge model on which it is based.

Eligible customers can also avail of FIAT Ireland’s outstanding €2,500 trade-in bonus\* if they purchase the FIAT 500 Collection before the end of July, and a competitive 6.9% PCP finance package† is available as well, meaning customers can include the outstanding July savings in their finance arrangements resulting in even lower monthly payments over the course of the agreement.

As with every car in the FIAT range, a five-year warranty with five years roadside assistance is included as standard. For images and the latest news on the new FIAT range please visit [www.FIATpress.ie](http://www.FIATpress.ie) while customers can find out more on [www.FIAT.ie](http://www.FIAT.ie)

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Note to Editors:

* \*Excludes delivery & related charges.
* This is a mutually exclusive offer and no other offer applies.
* This offer is non-transferable.
* Offer valid at participating Fiat dealers only.
* FIAT dealers reserve the right to refuse the a vehicle if it is not of merchantable quality.
* This offer applies to all new Fiat models ordered by June 30th 2016 and registered before July 31st 2016.
* Subject to availability
* Qualifying trade-in vehicles must:

- be registered in the name of the purchasing customer for at least 6 months prior to trade in.

- be registered in the Republic of Ireland for at least 6 months prior to trade in.

- have valid NCT and road tax certificates at the time of trade in.

- be currently insured and have been previously insured 4 months prior to trade-in.

† Terms and conditions apply, subject to status. Finance is arranged by First Auto Finance Ireland Limited, the exclusive agent of Close Brothers Limited, trading as Close Brothers Motor Finance. Close Brothers Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority in the United Kingdom and is regulated by the Central Bank of Ireland for conduct of business rules.