FIAT PRESS RELEASE

**Highlights:**

**SRT Unveils New 2013 Viper GTS Launch Edition Model in Monterey**

* **SRT Viper GTS Launch Edition is inspired by previous-generation Viper Coupe reveals in 1996 and 2006**
* **Historically significant exterior paint scheme features classic GTS Blue with exclusive, dual full-length Bright White stripes and ‘Stryker’ hood badge with exclusive blue background**
* **Exclusive interior content includes serialized dash plaque that aligns the build-sequence number to the vehicle identification number and special ‘Stryker’ badge on steering wheel**
* **Production will be limited during first run of 2013 SRT Viper GTS models at Conner Avenue Assembly Plant in Detroit**

**SRT brand’s flagship performance machine returns later this year with two new models – SRT Viper and SRT Viper GTS – both powered by all-aluminum, mid-front, 8.4-liter V-10 engine delivering 640 horsepower and 600 lb.-ft. of torque**

**Press Release:**

August 16, 2012 , Monterey, Calif. - The Chrysler Group’s Street and Racing Technology (SRT) brand will mark their first official appearance at the renowned automotive events in Monterey, Calif., this weekend with the unveiling of the new, limited-edition 2013 SRT Viper GTS Launch Edition model.  
  
A sneak peak of the SRT flagship supercar will take place from 10 a.m. – 4 p.m Friday, Aug. 17, at the Quail Lodge as part of “The Quail: A Motorsports Gathering” event. Then on Saturday, Aug. 18, and Sunday, Aug. 19, the SRT Viper GTS Launch Edition will be displayed on the Concept Lawn at the Pebble Beach Concours d’Elegance.   
  
The 2013 SRT Viper GTS Launch Edition evokes memories of past Viper Coupe reveals in 1996 and 2006 with symbolic GTS Blue paint and dual Bright White stripes – exclusive to Launch Edition models – running the length of its all-new exterior that incorporates iconic Viper styling cues with a contemporary execution. The 2013 SRT Viper GTS Launch Edition carries on the tradition of special Viper model builds to the fifth generation of the American-built supercar with true performance enthusiasts and collectors in mind.  
  
“Designed with Viper loyalists in mind, the 2013 SRT Viper GTS Launch Edition model brings back the classic paint schemes that have adorned all previous Viper coupe launches to help us celebrate the return of our brand’s flagship performance machine to the supercar market,” said Ralph Gilles, President and CEO – Street and Racing Technology Brand and Motorsports and Senior Vice President – Product Design, Chrysler Group LLC. “Our American-built supercar showcases the very best we have to offer by incorporating superior craftsmanship, the finest materials, a host of new technologies and ergonomic improvements while respecting its focus on outright performance.”  
  
In addition to its historically significant paint scheme, the wheels on SRT Viper Launch Edition models are a modern deep-section design, featuring a five-spoke polished forged-aluminum design. “Stryker” badges found on the hood and steering wheel add to the exclusivity, with a blue background replacing grey found on all other 2013 SRT Vipers models.   
  
The new Stryker logo was named by owners who attended the 2010 Viper Owners Invitational event in Salt Lake City. Stryker marks the first new emblem for Viper since 2003 and the third incarnation of a Viper logo, following “Sneaky Pete” and “Fang.”  
  
Inside of the 2013 SRT Viper GTS Launch Edition, a serialized dash plaque further improves collectability by aligning the build sequence number to the vehicle identification number. Black Laguna leather with contrast stitching is found throughout, covering the seats, door trim, instrument panel, steering wheel, grab handle, shift knob and center console. Alcantara covers the headliner and white bezels are finished in Satin Silver.   
  
**Return of the ‘Snake’**The 2013 SRT Viper and SRT Viper GTS models are set to return in fourth quarter of 2012 with more power and performance, superior craftsmanship, new technologies and creature comforts.   
  
The all-aluminum, mid-front, 8.4-liter V-10 powerplant delivers 640 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports car engine in the world. Standard safety features include electronic multistage stability control, traction control and new 4-channel antilock brake system (ABS)   
  
An all-new carbon-fiber and aluminum skin is sculpted for high-speed stability and a slippery .364 drag coefficient. Chassis enhancements bring 50 percent improvement in torsional stiffness, while triple-digit weight reduction results in a Viper best power-to-weight ratio.  
  
The 2013 SRT Viper models feature timeless exterior designs incorporating iconic Viper styling cues with a contemporary execution. All-new, innovative interior designs set new standards with premium materials, new technologies and superior craftsmanship.  
  
**SRT Brand Presence in Monterey**In addition to showcasing the new 2013 SRT Viper GTS Launch Edition during the weekend, the SRT brand will have an expanded new vehicle display at the Quail Lodge on Friday, Aug. 17, along with additional displays and interactive fan activities at the Rolex Monterey Motorsports Reunion at Laguna Seca Raceway from Aug. 17–19 and the Pebble Beach Concours d’Elegance from Aug. 16-19.  
  
**About SRT**The Chrysler Group’s Street and Racing Technology (SRT) brand uses a successful product development formula featuring five proven hallmarks: awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors and race-inspired and high-performance interiors to remain true to its performance roots.  
  
The expansion of the SRT vehicle lineup in the 2012 model year features four new products that are world-class performance contenders and bring the latest in safety technologies and creature comforts. These products include the Chrysler 300 SRT8®, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8.   
  
Making its highly anticipated return to the high-performance sports car market in late 2012 is the new 2013 SRT Viper and SRT Viper GTS. The SRT flagship performance machines arrive with more power and performance, superior craftsmanship, new technologies and creature comforts.

**New 2013 Fiat 500 Turbo: a New Flavor Hits the Sweet Spot in the Cinquecento Line-up**

* **Fiat 500 Turbo hits the sweet spot in the Cinquecento line-up**
* **New model amplifies the Cinquecento’s power, performance and personalization levels while keeping intact the character of the iconic 500**
* **Beefed-up powertrain: turbocharged and twin-intercooled 1.4-liter MultiAir® Turbo engine for 135 horsepower, 150 lb.-ft. of torque, track-proven manual transmission and sport exhaust**
* **Precise handling: sport-tuned suspension, steering, front-lower control arms and high-performance brake system**
* **Dynamic styling: performance-designed fascias and side sills provide athletic appearance and deliver aerodynamic functionality**
* **Studio-quality sound: new segment-exclusive Beats by Dr. Dre audio system available for high-definition music experience the way the artist intended**
* **Fiat 500 Turbo arrives at FIAT Studios nationwide this fall with an MSRP of $19,500, becoming one of the most affordable turbo-charged vehicles in America**

August 17, 2012 , Monterey, Calif. - Today at the Concorso Italiano – one of the largest gatherings of Italian vehicles in North America – the FIAT Brand introduced the new 2013 Fiat 500 Turbo, touting a 135-horsepower 1.4-liter MultiAir® Turbo engine, sport-tuned suspension, track-proven brakes, dynamic exterior design and sport-styled interior. The new Fiat 500 Turbo answers the call for enthusiasts who are drawn to the Italian style of the Fiat 500 but want more power and performance for their daily drive.   
  
“We listened to our customers” said Tim Kuniskis, Head of FIAT Brand North America. “The new Fiat 500 Turbo is the answer to all the fans that loved the style of our Cinquecento but wanted more power and performance for their daily drive. With 135 horsepower and 150 lb.-ft. of torque, the Fiat 500 Turbo hits the sweet spot between the regular Cinquecento and the high-performance Fiat 500 Abarth. The Fiat 500 Turbo balances and blends the best Italian flavors that our portfolio has to offer, becoming the perfect canvas for customization.”  
  
**New 2013 Fiat 500 Turbo**Behind its performance-designed front fascia, the new 2013 Fiat 500 Turbo features a single turbocharger, twin intercoolers and sport-tuned exhaust to deliver 34 percent more power (135 vs. 101 horsepower) and 53 percent more torque (150 vs. 98 lb.-ft.) compared to the Fiat 500’s naturally aspirated 1.4-liter MultiAir engine.   
  
Developed for high-output applications, the Fiat 500 Turbo is paired to the track-proven C510 five-speed manual transmission with a 3.35 final-drive gear ratio for quick acceleration and faster top speed, while achieving up to 34 mpg highway. In addition, the beefed-up powertrain features an intermediate shaft with equal-length and 23 percent larger (28.1 mm vs. 22.8 mm diameter in the Fiat 500) half shafts to mitigate torque steer. To handle the increased power and torque of the new 1.4-liter MultiAir Turbo engine, larger constant velocity (CV) joints with 53 percent greater torsional strength (2600 N•m vs. 1700 N•m in the Fiat 500) deliver added durability and refinement.   
  
For a more aggressive appearance, the new 2013 Fiat 500 Turbo features a pronounced front fascia, pushed 2.7 inches forward of the Cinquecento’s signature “whiskers and logo” face, to accommodate the new 1.4-liter MultiAir Turbo engine. Below, larger openings provide greater engine cooling, while twin “nostrils” are precisely positioned on both sides of the front fascia to maximize airflow in and out of the two intercoolers (both intercoolers are visible through the “nostril” inlets). Finishing off the front are new Gloss Black headlamps and parking lamp bezels for a more menacing look.   
  
The Fiat 500 Turbo features bolder side skirts to create a more vertical bodyside profile, while also enhancing its iconic Cinquecento shape. Behind the unique 16-inch aluminum wheels with Nero (black) painted pockets, the Fiat 500 Turbo features a high-performance brake system with semi-metallic brake linings at all four corners, larger 11.1-inch ventilated front rotors for greater stopping power (up from 10.1-inch) and brake calipers lacquered in Rosso (red) paint. To make sure this Cinquecento properly handles the more powerful engine, the Fiat 500 Turbo features a unique lower control arm and the 500 Sport model’s sport-tuned spring rates, shock tuning and steering calibration.  
  
At the rear, a liftgate-mounted spoiler extends the roofline of the Fiat 500 Turbo and improves the hatchback’s aerodynamic behavior. New taillamps with Gloss Black bezels replace chromed units for a discrete look. Below, the two-piece rear fascia accentuates the road-holding stance of the Fiat 500 Turbo with a black-accented rear diffuser designed to optimize airflow, while a new sport-tuned exhaust provides an enthusiast-desired sound.   
  
Exterior colors for the 2013 Fiat 500 Turbo include Argento (silver), Bianco (white), Grigio (gray), Nero (black), Rame (copper), Rosso (red) and all-new Verde Azzurro (green & blue.)  
  
Inside, the new Fiat 500 Turbo features sport-styled seating, sport-designed leather-wrapped shift knob and steering wheel accented with Argento (silver) stitching, and a Grigio/Nero (gray/black) seating and interior environment. For an even more upscale look, heated leather seating in Nero/Nero (black/black) or vivid Rosso/Nero (red/black) is available.  
  
The 2013 Fiat 500 Turbo arrives to FIAT Studios this fall with a Manufacturer’s Suggested Retail Price (MSRP) of $19,500 excluding $700 destination charge.   
  
**New Beats by Dr. Dre audio system**New for 2013, the segment-exclusive – and first-time-ever in a small car and FIAT automobile – Beats by Dr. Dre audio system offers passengers of the Fiat 500 Turbo a high-definition music experience the way the artist intended. The available Beats Audio studio-quality sound system includes six premium speakers, an 8-inch dual-voice coil (DVC) subwoofer with trunk-mounted enclosure and eight-channel 368-watt amplifier with Beats Audio digital sound processing (DSP) algorithm.  
  
**About the FIAT Brand**The FIAT Brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is synonymous with modern simple design blending form, function and a pride of ownership that is genuine.  
  
Reminiscent of the original Cinquecento, the 2012 Fiat 500 and Fiat 500c (Cabrio) build on the vehicle’s global popularity. Since its initial launch in 2007, more than 800,000 Fiat 500 vehicles have been sold in more than 80 countries around the world. The model’s unquestionable popularity is the result of the Fiat 500’s great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 80 awards, including being named the 2008 European Car of the Year, 2009 World Car Design of the Year, Best New Engine of 2010 (FIAT MultiAir Turbo) and a 2012 “Recommended Pick” by Consumer Guide.