Abarth at the Paris Motor Show

**Highlights:**

* New customisation programme unveiled at 2012 Paris Motor Show
* Based on 180hp Abarth 695, customers opt for “Heritage” or “New Wave” collections
* Liveries inspired by special Abarths of the past or by innovative supercars
* Exclusive options include new finishes and an exclusive JBL (Harman) audio system

**Press Release:**

Abarth is unveiling a new personalisation programme at the 2012 Paris Motor Show. While Abarths have always been customisable to a certain degree – ranging from easy-to-fit accessories such as gear lever knobs and decal kits to more comprehensive modifications such as Sabelt seats, Record Monza exhausts and “Esseesse” performance kits - the new “Abarth Fuori Seri” programme takes customisation to the next level.

Using the exclusive, 180hp, Abarth 695 as a starting point, customers have a choice of two different ranges: *Heritage* and *New Wave*. *Heritage* offers a variety of liveries inspired by the record-breaking cars of the past and those that have written the brand's history, while *New Wave* draws its inspiration from today's supercars with an eye to innovation. The interiors are also revised with new materials and equipment, including carbon-finish surfaces, personalisation plaques and cutting-edge technology such as the JBL audio system which was specially-developed by HARMAN for Abarth.

The star of the Abarth stand at the Paris Motor Show will no doubt be the Abarth Fuori Seri 500, which will be sporting a special livery inspired by the FIAT Abarth 131 Mirafiori "Olio Fiat".

Note to Editors:

Abarth has clocked up more than 5000 sales so far in 2012 and more than 44,000 since the brands was launched in 2008, with more than 12,000 performance kits fitted in that time.

Finland and South Africa launched the Abarth brand in 2011, followed by Morocco, Ukraine and the U.S. earlier this year. As soon as market conditions improve, Ireland also plans to add Abarth to its official brand portfolio.

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