FIAT 500L Launched To Irish Press in Turin

**Highlights:**

* All-new FIAT 500L launched: MPV practicality, SUV image, Supermini efficiency
* Appealing combination of class-leading roominess, cool design & advanced technologies
* New 85hp 1.3 MJet II and 105hp 0.9 TwinAir Turbo engines offer character and efficiency

**Press Release:**

After exactly five years and 800,000 sales, the FIAT 500 welcomes a new sibling: The FIAT 500L! Combining the iconic style of the FIAT 500 with the functionality of an MPV; the feel of a small SUV and the efficiency of a supermini, the new FIAT 500L occupies its own unique niche combining the best attributes of the B and C segments in a funky and innovative package.

At 4.15m long (only slightly longer than the average European car) the FIAT 500L is just 7cm longer than a FIAT Punto but can easily accommodates five 6-feet-plus passengers and their five suitcases thanks to its class-leading cabin volume of 3.17 m³ and large 400-litre boot. Functionality is further enhanced by 22 individual storage compartments; sliding rear seats with ‘Fold & Tumble’ (which create a flat load compartment); a fold-flat passenger seat (making carrying items up to 2.4m in length possible) and ‘Cargo Magic Space’ three-level boot floor. Special attention has also been paid to maximising 360ᵒ visibility using, for example, divided and tapered A-pillars, while its 1.5 m² Skydome glass roof is the largest in its class.

Technological innovations include a 5-inchtouchscreenUConnect multimedia system with wireless music streaming; SMS reader; DAB; voice recognition; integrated satellite navigation and FIAT’s latest eco:Drive Live software which tracks how efficiently you’re driving in real time. The system will also be upgradable with smart-phone style *Apps,* keeping occupants up-to-date with, for example, live Facebook, Twitter, traffic, news and weather feeds.

The Fiat 500L also offers a new premium sound system developed in collaboration with Beats Audio (co-founded by Dr. Dre) using technology borrowed from the recording studio, while an another exclusive collaboration with legendary coffee machine producers Lavazza means the 500L will be the first production car in the world to offer a fully-integrated espresso machine.

Of the three engines available, the 85hp 1.3 MultiJet 2 turbo-diesel and the 105hp 0.9 TwinAir Turbo (with MultiAir 2 - a revised version of FIAT’s award-winning valve technology) are best suited to the Irish market due to their low CO2 emissions (110g/km and 112g/km respectively).

Safety-wise, sophisticated ESC with traction control, hill holder, rollover mitigation and DST (automatic steering corrections) is standard while an automatic collision avoidance/mitigation system, “City Brake Control” will be available shortly after launch.

In terms of trim options, four levels (Pop, Pop Star, Easy and Lounge) are available and there are 11 body colours (with optional contrasting black or white roof and mirror colours), seven interior configurations; three alloy wheel designs and more than 140 accessories available to personalise each FIAT 500L that rolls out of FIAT’s state-of-the-art factory in Kragujevac, Serbia, which has recently benefited from a €1 billion investment.

The FIAT 500L is scheduled to go into RHD production in Q4 of 2012 with the first Irish models arriving in early 2013, and final engine options, trim levels, specifications and pricing will be confirmed closer to the car’s launch.