New FIAT 500 Turbo and SRT Viper GTS Launch Edition Unveiled at *Bebble Beach Concours d'Elegance*

**Highlights:**

* New North American-market FIAT 500 Turbo also launched at Pebble Beach
* Powered by latest-generation 1.4-litre MultiAir Turbo engine with 135hp and 205Nm
* New model sits between U.S. FIAT 500 (100hp) and U.S. Abarth 500 (160hp)
* A firmer chassis, uprated brakes, sporty bodykit and upgraded cabin are standard
* New SRT Viper GTS "Launch Edition" unveiled at Pebble Beach Concours d'Elegance
* New limited-edition model painted in classic “GTS Blue” with white racing stripes
* Special model also features unique cabin finish, blue Stryker badges & numbered plaque

**Press Release:**

FIAT 500 Turbo:  
A new version of the North American FIAT 500 was unveiled at the Pebble Beach Concours d’Elegance this weekend. Occupying the same position as the entry-level Abarth 500 in Europe, the new FIAT 500 Turbo bridges the gap between the North American Abarth models, which have the 160hp “Esseesse” kit as standard, and the North American FIAT 500 which is powered by a 100hp, 1.4-litre engine.

The new Fiat 500 Turbo is powered by a 135hp, 205Nm, 1.4-litre MultiAir Turbo engine and features a stiffer suspension, a sports exhaust and an uprated brake system. Exterior revisions including new a special bodykit, darkened lamp bezels front and rear, plus 16-inch alloy wheels with an exclusive finish. The interior benefits from sports seats, a sports steering wheel and the option of a "Beats by Dr. Dre" premium audio system.

SRT Viper GTS Launch Edition:

Chrysler Group’s SRT brand also marked its first official appearance at the Pebble Beach Concours d’Elegance with the unveiling of a new, limited-production SRT Viper GTS "Launch Edition”.

Evoking memories of past Viper Coupé reveals in 1996 and 2006, the new SRT Viper GTS Launch Edition is finished in exclusive "GTS Blue" paint with white racing stripes and is aimed at both true performance enthusiasts and collectors.

In addition to the unique significant paint scheme, the wheels feature a unique design and there are exclusive blue-backed “Stryker” badges on the bonnet and steering wheel. The interior gets a numbered dash plaque and black "Laguna" leather with contrast stitching, while the all-aluminium; mid-front mounted 8.4-litre V10 engine delivers the same 640hp and 816Nm of torque as the standard car - the highest torque output of any naturally aspirated sports car engine in the world.