FIAT at the São Paulo International Motor Show

**Highlights:**

* FIAT Bravo *Xtreme* concept car, built by FIAT’s LATAM design centre, is show highlight
* More powerful, more dynamic and more extreme interpretation of FIAT Bravo hatchback
* Several models debut to Brazilian customers, including the FIAT 500C and 500 *by Gucci*.
* “Sublime” and “Interlagos” special editions also unveiled at São Paulo show

**Press Release:**

In keeping with its *Number One* position in the Brazilian market the vast, 3,000m² FIAT stand at the 27th São Paulo International Motor Show has been packed with new models for the Brazilian market as well as a unique concept car to showcase the creativity of the region’s design centre.

Amongst the new models launched to the Brazilian market are the FIAT 500C and FIAT 500 *by Gucci*, while several new special editions also debut, including the elegant and luxurious Grand Siena *Sublime* and Linea *Sublime*, and the racy Palio Sporting *Interlagos* and Uno Sporting *Interlagos*, both of which are finished in a new colour (*Interlagos Yellow)* and which will be launched, fittingly, at the Brazilian Grand Prix in November.

The highlight of the exhibit is undoubtedly the FIAT Bravo *Xtreme* which was specially created by the local *Fiat Design Center LATAM* for the event. The look of the new concept car has been completely transformed thanks to its new front bumper (complete with huge front grille and classic FIAT logo), ground-hugging side-skirts, futuristic light clusters, twin exhausts, rear diffuser and stunning 19-inch alloy wheels. Inside, occupants are treated to an exclusive ASK sound system, extensive detailing upgrades and four individual bucket seats. Rear passengers’ view of the road ahead is courtesy of front-mounted exterior cameras and two LCD screens located in the front seatbacks.

Under the bonnet, the FIAT Bravo Xtreme boasts a race-bred 1.4-litre T-Jet engine which produces 253hp and 332Nm and to cope with the extra performance the suspension has been lowered and stiffened accordingly.

FIAT, which is also the Brazilian market leader in light commercial vehicles, will exhibit its rugged new Adventure model line-up, including the Doblò Adventure, Idea Adventure Dualogic, Palio Adventure Dualogic and Strada Adventure Dualogic. And to highlight the breadth of FIAT Group’s product portfolio, the exotic Ferrari 458 Spider and Maserati GranCabrio Sport are also on display in a specially designated area of the stand.

Finally, amongst the numerous interactive attractions on offer to members of the public, FIAT has arranged with Playboy magazine to have two bunnies available to be photographed with visitors for a limited period during each day of the show. The photos will have customized frames with FIAT and Playboy logos, and can be shared on Facebook via the Apple iPad.

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