One Millionth FIAT 500 Produced

**Highlights:**

* The 1,000,000th FIAT 500 has rolled off the FIAT Auto Poland production line
* Named European Car the Year in 2008, one of 40 international awards it has won
* Recorded 13.9 percent Market Share in 2008; 186,000 vehicles sold in 2009 alone
* Segment leader in the U.S. following eight months of growth – 70,000 sold to date
* Official Facebook fan page has amassed 300,000 enthusiastic visitors

**Press Release:**

The millionth example of the modern FIAT 500 has rolled off the Fiat Auto Poland production line. Launched in July 2007, the iconic FIAT 500 was an immediate critical and commercial success, winning the “European Car of the Year” title and amassing a 13.9 percent market share within a year of going on sale. Indeed, since its launch the FIAT 500 has collected more than 40 major, international awards including, most recently, the “Best Small Convertible of the Year” award, as determined by the Southern Automotive Media Association in the U.S.

Produced in Poland (since 2007) and Mexico (since 2011) the FIAT 500 is sold in more than 100 countries around the world, and its popularity shows no signs of abating: It recently reappeared amongst the UK’s ten best sellers and in the U.S. it has enjoyed eight consecutive months of sales growth, up 109% compared to 2011, with more than 70,000 registrations in total. Even the FIAT 500’s Facebook fan page is proving a hit ([www.facebook.com/fiat500](http://www.facebook.com/fiat500)), having attracted more than 300,000 enthusiastic visitors from all over the world.

Initially offered in three trim levels and powered by 1.2-litre and 1.4-litre petrol engines, plus a 1.3-litre turbo-diesel engine, the range has evolved since 2007 to include a convertible body style, Fiat’s revolutionary TwinAir engine, several special editions (most recently the “by Gucci” and “Street” versions) as well as a whole separate range of high-performance Abarth derivatives. Power outputs range from 69hp to 180hp and Irish prices range from €12,895 for the 1.2 Pop to in excess of €50,000 for the Abarth 695 Tributo Ferrari.

The milestone FIAT 500 is 1.2 Lounge painted in three-layer “Funk White”.

Model Timeline:
500 (July 2007)

500 Abarth (March 2008)

500 by Diesel (September 2008)

500 Pink (June 2009)

500C (July 2009)

500C by Diesel (June 2010)

500 TwinAir (July 2010)

500 Matt Black (September 2010)

500 Bi-Colore (December 2010),

500 by Gucci (April 2011)

500C by Gucci (August 2011)

500 TwinAir “by Abarth” (September 2011)

500 America Limited Edition (February 2012)

- Ends -