For immediate release

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**FIAT launches 2014 RANGE with 10-DAY SALES EVENT**

* **FIAT dealers to remain open Nov 8-18, including Sundays**
* **Additional savings of between €500 and €1,750 available**
* **Event coincides with the launch of the all-new FIAT 500L range**
* **Three compelling finance offers available including 0%\***
* **FIAT also introduces new 500 models: 500S and Colour Therapy**

FIAT is celebrating the launch of the full FIAT 500L range, which now includes the rugged 500L Trekking and versatile 500L MPW seven-seater, with a special 10-day sales event at participating Fiat dealers. From November 8th - 18th FIAT dealers will remain open, including Sundays, to afford busy families the opportunity to discover the entire 2014 FIAT range at their leisure. FIAT is also offering savings ranging from €500 up to €1,750, depending on the trade in and the model chosen, for the duration of the sales initiative.

A number of finance options are also available to FIAT customers, including a three-year, zero-percent hire-purchase agreement (50% deposit or trade-in require); a 3.9% PCP offer over 37 months or a competitive 5.9% APR hire-purchase option available up to 60 months.\* And, for additional peace-of-mind, all FIAT vehicles are backed by a five-year manufacturer warranty with five-year roadside assistance as standard.

Designed for growing families, the FIAT 500L merges the roominess and practicality of a compact people-carrier with the image and Italian brio of the iconic FIAT 500 supermini. The 500L Trekking not only boasts a more rugged look, it also offers additional low-grip traction from its mud-and-snow tyres, elevated ride-height and advanced Traction+ system. And for those in need even more versatility, the FIAT 500L MPW is fitted two additional rear seats, which can also be folded flat into the floor when not in use, resulting in the most compact seven-seater in its class. To enhance its appeal even further, the FIAT 500L range has been awarded a five-star EuroNCAP safety rating and all are available with a range of economical petrol and diesel engines (all in VRT Band A) with prices starting from €21,750.

The newest additions to the FIAT 500 range will also be available to test drive –the FIAT 500 Colour Therapy and the sporty 500S. Available in a range of 70s-inspired colours, the FIAT 500 Colour Therapy is priced from just €13,995 and includes unique white detailing and air conditioning as standard, while the FIAT 500S is fitted with an Abarth-inspired body kit, sporty alloy wheels and a similarly racy interior complete with an Abarth-design, flat-bottomed steering wheel. Prices for the FIAT 500S 1.2 start at €15,195.

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**Notes to Editors:**

\*Terms and conditions apply. Finance subject to status and available to applicants aged 18 and over. Offer is made under a Hire Purchase Agreement as defined by the Consumer Credit Act (1995). \*APR stands for Annual Percentage Rate. Finance is arranged by First Auto Finance Ireland Limited, the exclusive agent of Close Brothers Limited, trading as Close Motor Finance in Ireland. Close Brothers Limited is registered in England and Wales with company number 195626 and registered office at 10 Crown Place, London EC2A 4FT. Prices correct at time of publishing 11/2013.