For immediate release

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**FIAT Panda Wins 4X4 Magazine**

**“Best Mini 4X4” Award 2014**

* **The UK’s best-selling off road magazine “4X4 Magazine” names FIAT Panda 4X4 “Best Mini 4X4” in its 2014 awards**
* **Affordable and economical, the FIAT Panda 4X4 is praised by 4X4 Magazine editors not only for its character but also its capability**
* **FIAT Panda 4X4 “so nearly” claimed overall victory versus considerably most expensive off-roaders**

Britain’s best-selling magazine for off-road enthusiasts, 4X4 Magazine, has named the FIAT Panda 4X4 “Winner Mini 4X4 Class” in its 2014 4X4 of the Year Awards. The FIAT Panda 4X4 not only saw off its direct competition during the award adjudication, conducted at a dedicated and challenging off-road course in Cheshire, it also acquitted itself admirably in the final five-vehicle shootout. In fact, so impressed were the editors of 4X4 Magazine they commented that “overall victory so nearly went to the infectiously cute, riculously capable…FIAT Panda 4X4.”

According to Nigel Fryatt, Editor of 4X4 Magazine, “One of the surprises of this year’s test was just how good the Fiat Panda 4x4 is. We used a test facility that was designed to demonstrate the abilities of far bigger – and much more expensive – vehicles. Allowing for limited ground clearance and power, we still managed to crawl the Panda over and through some significant obstacles. You needed care, and perhaps we took it further than most owners would, but that’s irrelevant. The point is that the Panda 4x4 could do it, with some style.”

Yann Chabert, FGA Ireland Country Director, commented: “It is remarkable that 30 years after we launched the original FIAT Panda 4X4 it remains not only a best-seller but also a favourite of the experts. That the FIAT Panda 4X4 can go toe-to-toe with so many luxury off-road vehicles proves that you don’t have to sacrifice capability or practicality in order to reduce your running costs or to do your bit for the environment.”

The FIAT Panda 4X4 is powered by FIAT’s award-winning 75hp 1.3-litre MultiJet II turbo-diesel engine. Priced from just €19,995, it offers combined-cycle fuel economy figures of 4.7L/100km with CO2 emissions of just 125g/km (VRT Band B1).

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