For immediate release

19 December 2013

**FIAT PANDA 4X4 ON SALE IN IRELAND**

* **New FIAT Panda 4X4 is now on sale, priced from €19,995 – Ireland’s best-value off-road vehicle\***
* **Powered by FIAT’s 1.3-litre MultiJet diesel engine which offers strong performance plus low running costs (4.7L/100km and 125g/km)**
* **High standard specification includes bespoke styling features, air conditioning, alloy wheels, Blue&Me™ connectivity and ESC**

The new FIAT Panda 4x4 is now on sale in Ireland, priced from just €19,995. Thirty years since the original was launched, the third-generation Panda 4X4 remains the only all-wheel-drive vehicle in the city-car segment and thanks to its light weight construction, robust powertrain and compact footprint it balances a surprising degree of off-road ability with impressive on-road manners and refinement.

To reduce mechanical drag and wear-and-tear, as well as improve fuel economy and lower emissions, the FIAT Panda 4x4 operates in front-wheel drive mode during normal driving condition, but when the vehicle's sensors detect a loss of traction torque is automatically and immediately send to the rear wheels via an electronically-controlled central coupling.

For added control, both ESC (Electronic Stability Control) and ELD (Electronic Locking Differential) are standard, the latter providing additional traction on slippery terrain (snow, ice, mud etc.) by directing torque to the wheels with the most grip by braking the slipping wheels. ELD is activated at the press of a button and operates at speeds of up to 50 km/h.

The all-new suspension offers improved on-road handling and comfort despite the increased ground clearance and heavier-duty components. The front utilises a McPherson strut format while the rear suspension employs a torsion beam setup in lieu of the previous model's semi-trailing layout. This option offers weight, ride-quality and acoustic benefits without compromising off-road performance. Additional under-body protection is also provided as standard.

Powered by a 75hp 1.3 MultiJet II Turbo-Diesel with Start&Stop, the new FIAT Panda 4X4 benefits from a torque increase of 30 percent versus the previous generation model, which not only boosts performance off road, it also helps the Panda 4X4 cruise comfortably at motorway speeds (top speed - 159km/h). Running costs are also kept will in check, thanks to a combined-cycle fuel economy figure of 4.7L/100km and CO2 emissions of 125g/km (VRT Band B1).

Styling revisions include new bumpers with metal-effect inserts; wheel arch extensions, side skirts; door cladding constructed from scratch-resistant black plastic (complete with recessed "4X4" logo) and unique 15-inch alloy wheels. Two unique 4X4 colours, "Sicilia" orange and "Toscana" green metallic are also offered, complete with matching interior detailing.

Inside, the Panda 4x4 benefits from twin-coloured seats, a coloured dashboard, door panels in coloured 'eco-leather', and a gloss black instrument surround.

"The new FIAT Panda 4x4 isn’t a 4X4 in name only – it’s an award-winning**^** off-roader that is capable of embarrassing SUVs many times its price. Not only is it tough and nimble, it’s also affordable to own, ultra-efficient, easy to drive, comfortable, well equipped and oozing character and style," says Yann Chabert, country director, Fiat Group Automobiles Ireland. "It is a sell-out across Europe and we expect demand to be very strong in Ireland too.”

As with all FIAT vehicles sold in Ireland, a five-year/100,000km† manufacturer warranty comes as standard with the new FIAT Panda 4X4.

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**Notes to Editors:**

\*When delivery, five-year warranty and standard equipment are factored in

^ Top Gear Magazine’s “SUV of the Year” 2012

^ 4X4 Magazine’s “Best Mini 4X4” 2014

† Five years or 100,000km, whichever occurs first – terms and conditions apply

For more information on the FIAT Panda 4X4 visit [www.fiat.ie](http://www.fiat.ie)

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