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500L, A Fiat Design Approach

- A design book documenting the creative experience behind the all-new Fiat 500L project
- The Fiat 500L will arrive in the United States in 2013

April 17, 2012, Auburn Hills, Mich. - Following its worldwide debut at the 2012 Geneva Motor Show this March, the design experience that gave birth to the all-new Fiat 500L has been documented in "*500L, a Fiat Design Approach*" – an exclusive publication that shares the story behind the 500L project.

From Dante Giacosa in the mid twentieth century, to the new course undertaken by FIAT Design under the guidance of Roberto Giolito today, "*500L, a Fiat Design Approach*" traces the brand's commitment to developing unique automobiles, while continuing the success of Italian design throughout the world.

With original designer's sketches, this FIAT original publication illustrates the Fiat 500L's concept development through some of the brand's most radical and profoundly innovative design elaborations. The book traces the all-new "multi-purpose" vehicle's styling inspiration through a sequence of previous models, including the historic 1956 Fiat 600 Multipla, 1957 Fiat 500, the 1972 Fiat 127, the 1980 Fiat Panda, the 1983 Fiat Uno and the 1998 Fiat Multipla.

In addition, "*500L, a Fiat Design Approach*," highlights the route undertaken with the new Fiat 500 project and how it represented an important phase for the FIAT Brand paving the way for the all-new Fiat 500L – a natural and coherent product extension for the brand.

About the all-new Fiat 500L

With its Italian design and city-friendly functionality, the all-new Fiat 500L five-passenger model expands the appeal of the brand's iconic Fiat 500 with even more style and efficiency in the growing B-segment. The Fiat 500L — the L stands for 'Large' — will follow the U.S. introduction of the high-performance Fiat 500 Abarth this spring and a full-electric version of the Fiat 500 at the end of 2012. The Fiat 500L will be produced at the FIAT plant in Kragujevac, Serbia, and will arrive in the United States in 2013.

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