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## **La Dolce Vita Meets the American Dream: FIAT Brand Debuts All-new 2024 Fiat 500e for North America — 100 Percent Electric, 100 Percent Italian**

- Fiat 500e is a new icon, part of a 124-year-old brand, born to deliver mobility, joy and style in a battery-electric vehicle (BEV) in a way that only FIAT can
- Stellantis' first BEV in North America combines the love of an iconic brand with a sustainable mission
- The Fiat (500e)RED is the first drop of the 2024 Fiat 500e collection
- Video reveal of 2024 Fiat (500e)RED available at [fiatusa.com](https://fiatusa.com)
- Friendly, intuitive and fun to drive with no need for instructions, the new 500e delivers purity in motion with 162 lb.-ft. of torque and an estimated 149 miles (240 kilometers) of range
- A home level 2 charging wall unit or charge credits through Free2Move Charge are included with the Fiat 500e to ease the transition to electrification
- The Fiat 500e features 85 kW of fast-charge capability with 31 miles (50 kilometers) of range after only five minutes of charging and 80% battery capacity in just 35 minutes
- The only vehicle that “sings,” infusing Italian culture into every driving experience
- At just over 3,000 pounds, the Fiat 500e is the lightest passenger BEV in the segment
- The new 500e offers in-car technology that builds on the award-winning Uconnect 5 system with unique FIAT BEV features and content
- The car is a clear expression of form following function, a logical and economical use of materials, and a belief that quality design should be accessible to all
- FIAT creates a new digital shopping experience with FIAT Live Store that is as enjoyable as driving the car, with more options in the purchase and ownership process
- Proven in Europe, the 500e is a benchmark city car, evolving in an environment with limited space
- FIAT 500e is in the top five for BEV sales globally with 42 awards and over 1 billion zero-emission miles driven in Europe
- FIAT 500e is part of the company's Dare Forward 2030 plan to be 50% EV sales in North America and 100% EV sales in Europe by 2030
- Manufacturer's suggested retail price for the 2024 Fiat (500e)RED is \$32,500, not including \$1,595 destination with availability in early 2024

December 6, 2023, Auburn Hills, Mich. - It's official: FIAT is electrifying North America with its sustainable mobility mission. The brand debuted the 2024 FIAT (500e)RED as the first FIAT 500e product drop for North America virtually with a video reveal featuring Olivier Francois, CEO of FIAT and global chief marketing officer of Stellantis, and Bono, lead singer of U2 and Co-founder of ONE and (RED), to commemorate World AIDS Day which took place Friday, December 1.

An all-new, all-electric take on the FIAT brand's most storied and iconic model, the two-door fully electric 500e, will arrive on this side of the Atlantic as the first battery-electric vehicle (BEV) offering from Stellantis. The lightest passenger BEV in the market, 500e boasts an estimated range of 149 miles (240 kilometers), enabled by a 42-KWh battery with a Level 2 (11-kW) charge time of six hours. BEV capability combined with quintessential design cues make it unmistakably FIAT, with style and sustainability at its core. The 500e will be available in Stellantis North

America showrooms starting in the first quarter of 2024.

“FIAT is taking on BEVs in a way only the Italian brand can, combining ‘La Dolce Vita’ spirit of an icon with a mission of sustainability and zero emissions,” said Olivier Francois, FIAT CEO and global CMO - Stellantis. “The 2024 500e is a modern, tech-forward take on a beloved classic, delivering a host of new safety features while remaining fun to drive and true to its roots. Try not to smile when you drive this car.”

The Fiat 500e is a completely new four-seat battery-electric vehicle with a dedicated BEV platform. Wider and longer than the previous ICE model, it is powered by a 42-kWh, high-voltage, lithium-ion battery system, resulting in improved interior space and storage, and an all-electric estimated range of 149 miles (240 kilometers). Perfectly proportioned with optimized weight and aerodynamics, the Fiat 500e is the ideal urban commuter, brimming with coolness and charm while delivering its sustainable mission.

### **Design**

On the outside, the 500e has a noticeably present stance while remaining true to the historic lines that have made the 500 an icon. Larger dimensions give drivers a confident view of the road ahead. The exterior features new front and rear LED lighting, e-latch aero door handles, and an updated front grill to give the vehicle a fresh yet elegant appearance. These features combine fashion and function as they contribute to improved aerodynamics, which increases the electric range. The 500e stands on brilliant, 17-inch diamond-cut wheels for a bold, dynamic presentation.

Inside, every square inch has been thoughtfully designed for a modern interpretation of the timeless Italian style. FIAT enthusiasts will immediately recognize the dashboard insert, rounded cluster and two-spoke steering wheel as an homage to the original 1957 Fiat 500. Classic meets contemporary with a 10.25-inch center screen with Uconnect 5 services, combined with a 7-inch full digital cluster for a harmonious user experience. Customers also have more storage available with a newly designed center console and door panels, giving drivers all the space needed to carry daily essentials. The seats feature a fresh design as well, with six-way adjustability for the driver, including height adjustment for an improved driving position. The front passenger seat features four-way adjustability. All seating offers thoughtful use of recycled materials.

### **The BEV Experience**

The Fiat 500e is exceptionally intuitive with no need for instructions, fun to drive and friendly. It even sings. Welcoming passengers with a digital melody, the 500e sets the tone for an immersive Italian experience. In addition, the Acoustic Vehicle Alert System (AVAS) "sings" to pedestrians with a song titled, “The Sound of 500,” authored by Flavio Ibba-Marco Gualdi. The exclusive melody provides a taste of Italian culture during the first moments of every drive.

On the road, the 500e boasts 117 horsepower and 162 lb.-ft. of torque, reaching 0-60 mph in 8.5 seconds, providing excellent performance while managing range.

Three drive modes are available with the Fiat 500e to suit any driving style:

- Normal – This mode closely resembles familiar driving characteristics. For example, the coasting experience of an internal combustion engine
- Range – Activates one-pedal-drive function, which optimizes regenerative braking to capture more energy when coasting
- Sherpa – Maximizes energy efficiency to ensure the driver reaches their planned destination or the nearest charging station. This mode adjusts various parameters, such as limiting the vehicle top speed to 50 mph (80 km/h) and reducing power from 87 kW to 57 kW. Full throttle delivers full power if requested

The 500e features one-pedal driving, an experience unique to BEVs. This uses the electric motor and regenerative braking to provide stop and go function using only the accelerator pedal. This feature also provides greater capture of energy that would normally be lost and uses the electricity later for propulsion, which is ideal for low-speed, urban traffic. The technology pairs with E-coasting and the management of vehicle deceleration to further increase energy efficiency. Finally, cabin preconditioning allows drivers to begin a journey with a climatized cabin while still plugged in. This feature brings the 500e cabin temperature to a chosen level without depleting the initial state of charge, ensuring comfort is never compromised for efficiency.

Every Fiat 500e includes a level 2 charging wall unit or charge credits through [Free2Move Charge](#) to ease the transition to electrification. Free2Move is Stellantis' 360-degree ecosystem, delivering seamless charging and energy management to address all electric-vehicle customer needs.

The 500e handily tackles the common concern of charge time using the equipped 85-kW fast charger system in which five minutes of charge time translates to a range of up to 31 miles (50 kilometers), more than what's needed for average daily use. The 500e also includes an 11-kW AC-DC on-board charger and a combo 1 socket for easy charging at home or on the road, which can be scheduled ahead of time through Uconnect or the Uconnect mobile app. Estimated charge time from 0% to 80% is approximately 35 minutes with an 85-kW DC fast charge; estimated time from 0% to 100% is six hours with a Level 2 (11-kW) charging station.

### **Technology**

The Fiat 500e comes equipped with standard safety features, such as automatic emergency braking, Pedestrian Alert and Lane Keep Assist, giving drivers great confidence to navigate busy urban traffic with ease.

At just over 3,000 pounds, the Fiat 500e is the lightest passenger BEV in the segment. Battery materials, capacity use and battery durability are key to electric vehicles, and the FIAT 500e is an effective balance of capability, range and battery size. This efficient application of rare materials in a four-passenger vehicle assists in the goal of sustainable transportation, significantly reducing the overall carbon footprint.

### **Uconnect 5**

Uconnect 5 builds upon a well-established, intuitive user experience (UX) and third-party recognition with Android's automotive operating software and faster processing speeds. The system features an exclusive and customizable home screen that allows quick access to frequently used features with one-touch operation. Uconnect also expands Alexa Home to Car functionality to include in-vehicle Alexa virtual assistant with natural voice and "Hey, Fiat" wake-up word capability. Wireless Apple CarPlay, wireless Android Auto and wireless smartphone charging make connecting and sharing easy, while simultaneous dual-phone connectivity allows greater flexibility with passengers. Uconnect 5 features Firmware Over The Air (FOTA) capability to seamlessly load improved software updates to the vehicle. These improvements and others in the Uconnect system software, strategy and hardware help reduce distracted driving.

### **2024 Lineup**

FIAT is beginning the introduction of the Fiat 500e to North America with one effortlessly chic model, the (RED) Edition. FIAT has partnered with (RED) to introduce the coolest, most ethical car in urban mobility with features like red-painted exterior mirrors, LED headlamps and front grille details, all sitting on 17-inch diamond-cut alloy wheels. Inside, a striking red dashboard is the focal point. The bold exterior RED color makes a statement of presence. Every time a (RED) product is purchased, it triggers a donation to the Global Fund to support life-saving prevention and treatment programs in communities most in need.

The manufacturer's suggested retail price is \$32,500, not including \$1,595 destination, with availability in early 2024.

### **Product Drop**

As part of its innovative marketing plan, FIAT is the first automotive brand to incorporate a "product drop" strategy to create buzz, cultivate customer loyalty and, ultimately, appeal. The product drop strategy involves the creation of different variants of the 500e to keep the vehicle fresh and interesting. Each model will be "dropped," meaning released at a particular time in a limited quantity, similar to successful initiatives carried out in the fashion apparel industry.

### **Customer Journey**

FIAT is setting out to change the automotive ownership model altogether with a convenient option for customers. With the Fiat 500e comes the introduction of the FIAT Live Store, a fully interactive experience, providing live communication with a FIAT Genius to help tailor a mobility solution. Whether shopping for a same-day online purchase or engaging in long-term research, customers can shop at their own pace at home or through the mobile app and use the FIAT Live Store as a valuable resource. In addition, with 350-plus dealers in North America, customers can decide on a dealer FIAT Live-integrated buying process or choose one or the other. As an alternative purchase experience, FIAT Live Store reduces the carbon footprint and creates an at-home car shopping experience.

## **FIAT Pass**

In addition to the drop strategy, the recently announced FIAT Pass creates an emotionally connected path-to-purchase for 500e customers. FIAT Pass offers priority access, digital collectibles and the opportunity to be among the first to take delivery of a Fiat 500e in the U.S. The FIAT Pass program is a pioneer in harnessing the capabilities of Web3, allowing loyal FIAT consumers and super fans to hold a piece of the brand. FIAT Pass offers benefits and sustainable rewards while creating excitement for what's next with the Fiat 500e.

## **Global Presence, Electric History**

Fiat 500e is new to North America, but has already been making an impact around the world. It has already won 42 awards and is the best-selling small car in Europe. In fact, it was named the most environmentally friendly electric car on the market by Green NCAP, an independent initiative that promotes the development of cars that are clean, energy efficient and cause as little harm to the environment as possible.

FIAT is a storied brand with a 124-year history. Head-turning Italian design and the ultimate fun-to-drive factor are what the globally renowned brand has come to be known for, but its message of sustainable mobility has also been decades in the making. In 1974, the Fiat X 1/23, a compact two-seater electric vehicle, made its debut as the perfect city car, far ahead of its time.

The design ingenuity prompted FIAT to experiment with different battery technologies over the years and led to production of the Fiat Panda Elettra in 1990, the world's first mass-produced electric car by a major international carmaker. Since then, FIAT has been perfecting battery-electric technology balanced with design and drivability to bring forth the ultimate city car, today's 500e.

The Fiat 500e is built at the Mirafiori Assembly Plant in Turin, Italy, and will be available in Stellantis North America showrooms starting in early 2024.

## **(RED)**

Founded by Bono and Bobby Shriver in 2006 to fight AIDS, (RED) partners with the world's most iconic brands and people to create products and experiences that raise money, heat and urgency for global health crises.

Every action you take with (RED) saves lives. All money generated by (RED) goes to the Global Fund, one of the world's largest funders of global health.

To date, (RED) has generated more than \$750 million for the Global Fund, helping more than 245 million people. (RED) funding supports life-saving programs that empower health workers and provide testing, treatment and care in places where injustice has enabled pandemics to thrive.

## **FIAT Brand**

FIAT brand celebrates 125 years as an automaker and some things haven't changed. Iconic Italian design and refinement, plus a fun-to-drive factor, come standard with every Fiat.

In early 2024, FIAT brand will launch the [Fiat 500e](#), the first Stellantis retail battery-electric vehicle offering in North America and the best-selling city EV in Europe.

FIAT is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com)

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