

FIAT 124 Sport Coupe — the magnificent merger of true sports car performance and luxurious family sedan function. And it's a perfect combination — not a compromise. The elegance of its styling expresses your excellent taste. The richness and practicality of the spacious interior confirm your sound judgment. And when this thoroughbred is in motion, you'll know the emotion of pure sports car excitement — 1756 cc. twin overhead cam engine, 5-speed transmission, console mounted stick shift, electronic tachometer, disc brakes on all four wheels, radial-ply tires, instant response, total control. There are few cars in the world that are even similar to it. There are none in its price range. Discover a dynamic car for a spirited family — the FIAT 124 Sport Coupe.

FIAT
124
**SPORT
COUPE**



Coming or going, the lines of the distinctive 124 Sport Coupe design make it evident that FIAT excels in styling as well as engineering.



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RAGUARDO



In 1900, FIAT scored its first victory in racing competition in the Vicenza-Bassano-Treviso-Padua event of 139.8 miles won by Vincenzo Lancia with an average speed of 29.2 m.p.h. This is a scene from 1907: Nazarro crosses the finish line of the Second Targa Florio driving a 4 HP FIAT 23.