Founded in Florence in 1921, Gucci has become renowned the world over as a name synonymous for luxury, Italian craftsmanship and glamour. In 2007, fifty years after its debut, another Italian legend — the iconic FIAT 500 — was reborn to outstanding acclaim. This storied model looks at the world from a new perspective. A pop icon that symbolizes an everlasting appeal going far beyond the automotive world: ironic, sporty, eccentric and elegant, hatchback or convertible, the 500 captures attention wherever it is seen. In the year that celebrates the 150th anniversary of the Unification of Italy and Gucci’s own 90th anniversary, Gucci and FIAT have joined together to create the unique “500 by Gucci,” a special edition model personalized by Creative Director Frida Giannini. A true marriage of Italian design and style. Unique details and exclusive materials make the 500 by Gucci one-of-a-kind. Available in pearlized black and white, with Gucci’s iconic green-red-green web motif on the side, on the roof and on seat belts. Added distinction is provided by alloy rims, a Guccissima leather driving wheel and seats and a GG gear stick and center caps. Gucci Creative Director Frida Giannini has also designed a 500byGucci collection of casual wear, luggage, sunglasses and other accessories to complete the look.

Ready to hit the road?

European model shown. Final specifications subject to change. Limited edition units will sell out.
1110 European models shown. North American version available in limited quantities late 2011.
European model shown. Right-hand drive version available in limited quantities late 2011.
EXTERIOR COLORS
Gucci Nero
Gucci Bianco

13" ALUMINUM WHEELS
Gucci Nero with Green Brake Calipers
Gucci Bianco with Green Brake Calipers

LEATHER FABRIC SEATS
• • • •

Bi-Halogen headlamps
• • • •

Power windows, locks, mirrors
• • • •

OPTIONAL EQUIPMENT
TomTom Navigation System
Smoker’s Group
Engine Block Heater

STANDARD EQUIPMENT (cont)
Fog lamps
Bi-Halogen headlamps
Power windows, locks, mirrors

DIMENSIONS (INCHES UNLESS OTHERWISE SPECIFIED)
Cargo volume, cu ft. (EPA) (500/500c) — with rear seats folded down
27.2/23.4
Curb weight, lbs (manual/automatic)
2,363/2,434
EPA Estimate Fuel Economy (City/Highway)
Six-speed automatic (500) 27/34
Six-speed automatic (500c) 27/32
Fuel tank capacity, gal.
10.5
Headroom front (with/without sunroof)
37.6/38.9
Headroom rear
35.6
Height
59.8
Hip room (front/rear)
47.9/48.6
Legroom (front/rear)
40.7/31.7
Seating capacity (front/rear)
2/2
Shoulder room (front/rear)
49.4/46.4
Wheelbase
139.6
Width
64.1

GEAR KNOB
Gucci knob

STEERING WHEEL
Black leather with top part in white and new Gucci tone-on-tone stitching.
• •

FABRIC COLOR
Black surrounds and top half, white central inserts.
• •

INTERIORS
Black with dashboard featuring matte soft white fascia; Chrome details; Black leather seats; White door panels.
• •

SOFT TOP COLOR
Nero

ENGINE
1.4L 16v MultiAir® Engine
MAX POWER
101 Horsepower at 6,500 rpm
MAX TORQUE
98 lb-ft at 4,000 rpm

TRANSMISSION
6-speed automatic transmission

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