

850

RACER
SPIDER
COUPE
SEDAN



FIAT

*the
young
place
to be*



Fiat 850 Sport Racer the young way ahead of the crowd

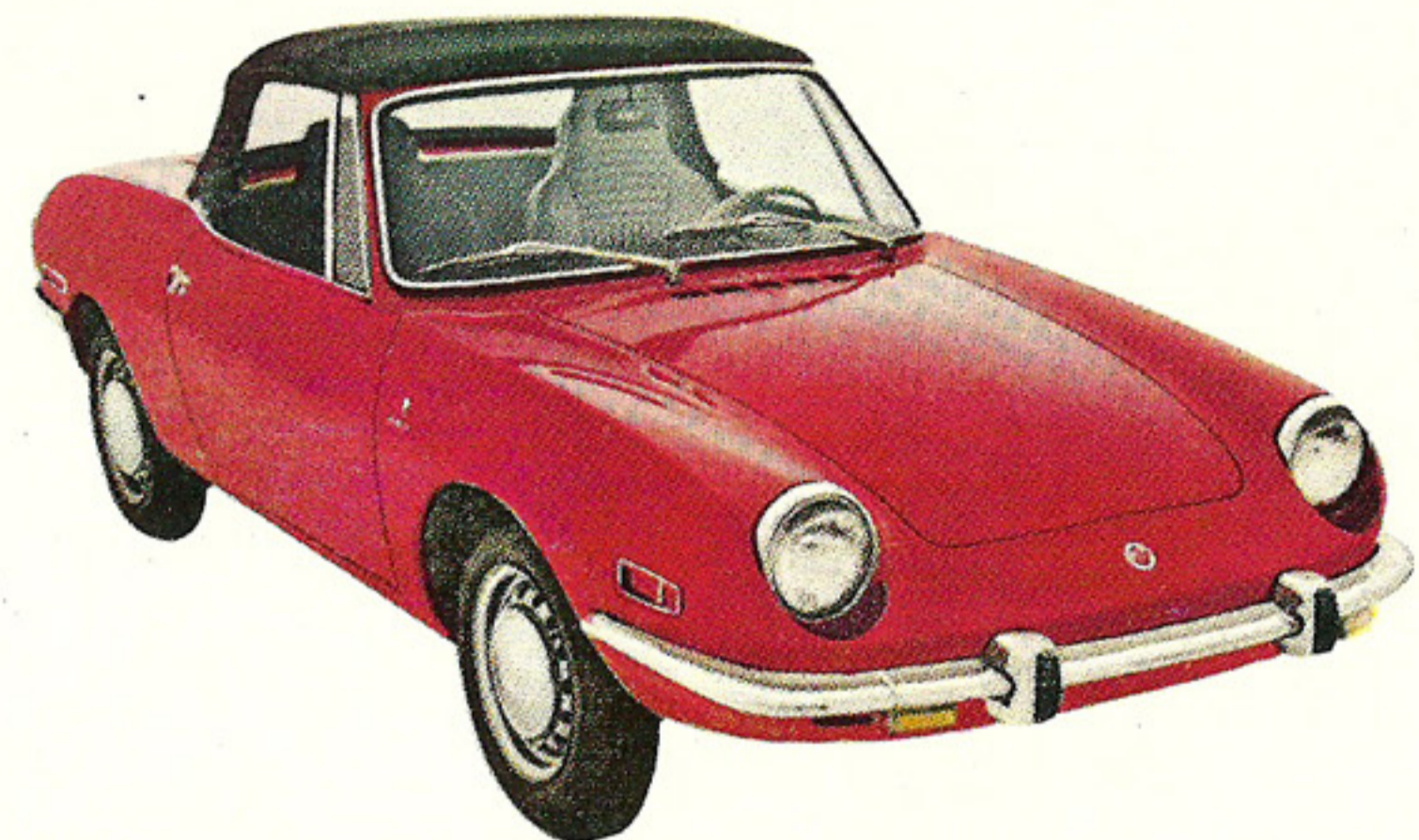
Fiat celebrates the Age of Motion. The 850 Racer, for the love of moving — around the block or coast to coast. Famous race driver 'Nuccio Bertone gives a shape to speed in this new body design. Fiat powers it with a new engine, packs it with equipment, paints it with a wet-look soaked in color. Free-wheeling life-style. Laps ahead in looks, laps ahead in luxury, laps ahead in performance. The Fiat Bertone Racer, greatest in the Fiat 850 Group. A moving force.

Fiat anticipates what youth wants and can afford:

New engine—903 cc rear mount, in-line 4-cylinder with over-head valves. Develops 58 horsepower at 6400 r.p.m. Maximum speed over 90 m.p.h. Turnpike-proven for cruising speed and fuel efficiency. Gears four-on-the-floor, fully synchromesh for rapid and easy maneuvering. Independent suspension on all four wheels for absolute stability on all roads and corners. Front disc brakes and rear hydraulic drums, the balanced combination for safe, sure stops. Radial ply tires on self-ventilating wheel rims. Flow-through ventilation, changes air through ventilated roof lining and rear roof-line vents. Closed window operation keeps out the annoying noise of other cars you're passing. Body contour bucket seats with thigh and anti-sway support, infinite adjustment, locking. Basket-weave vinyl to match the all vinyl interior, textured padded dash. Between-the-seat console with an extra



compartment at the elbow. Plenty of leg room. Luggage space on back bench or under the hood. All-vinyl hard top punctuates the Racer's great sporting lines. Smashing colors like: Racing Red, Positano Yellow, Veridian Green, French Blue and Canguro Orange.



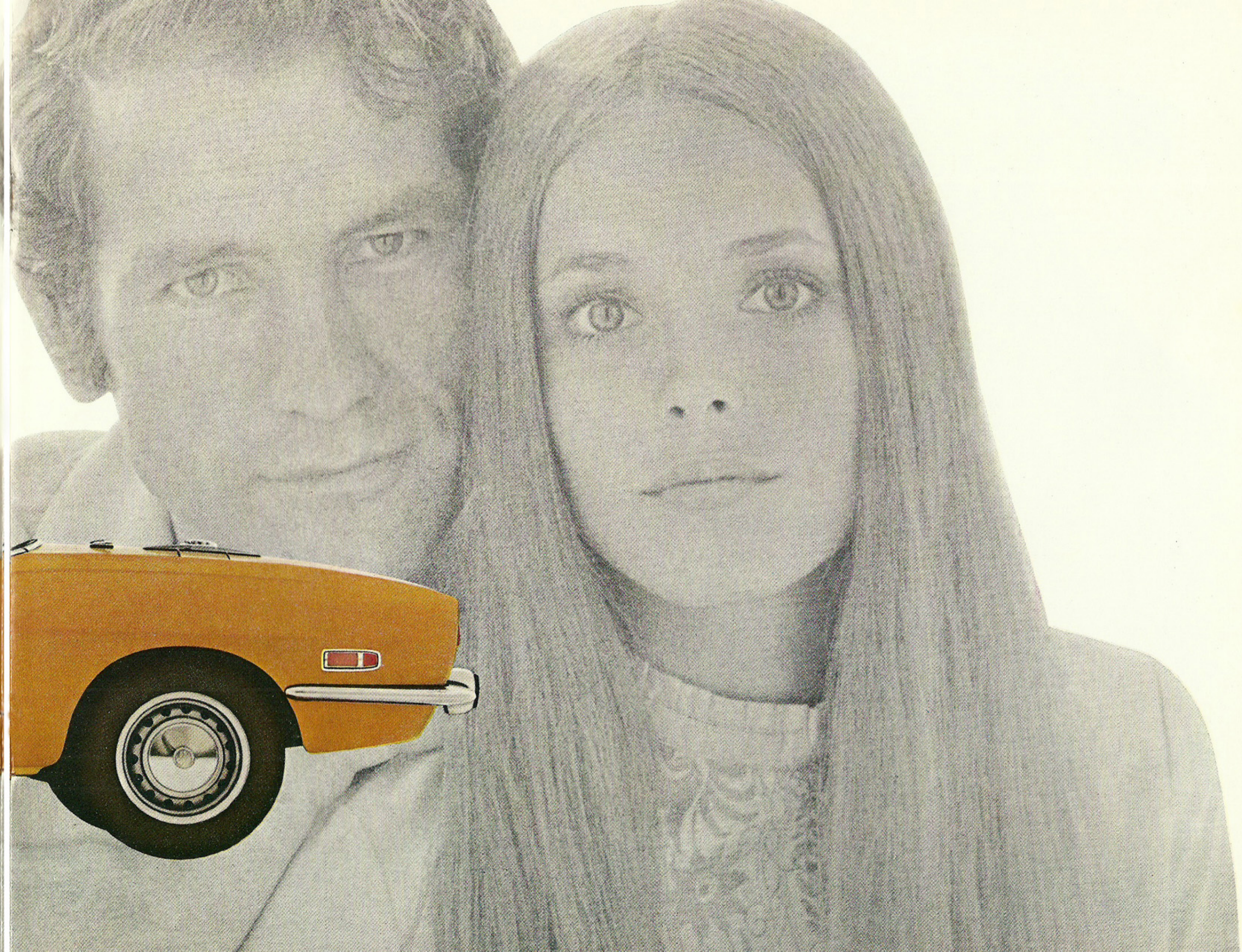
Fiat 850 Sport Spider
performance is the
pleasure

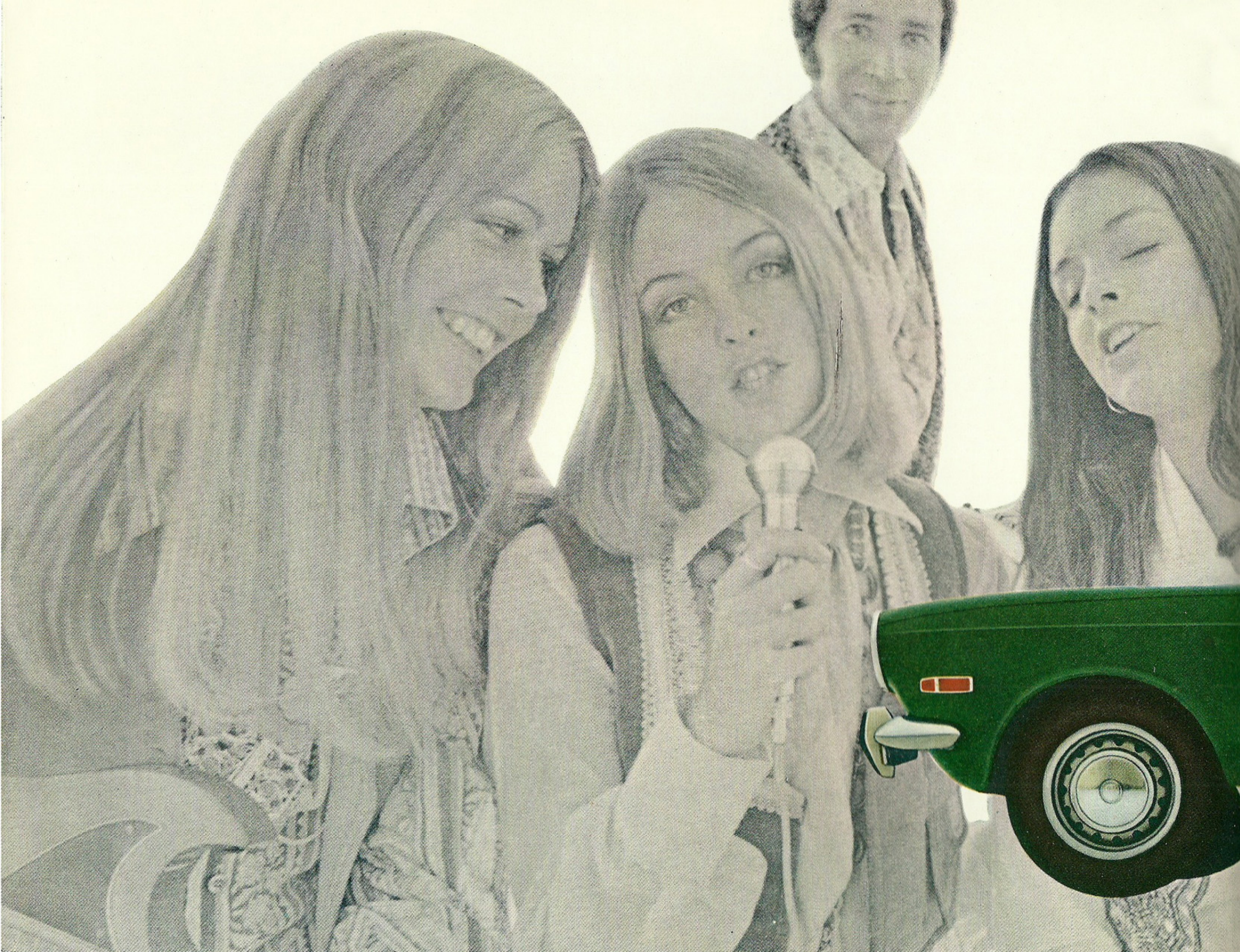
The Driver's Car. Explore the Earth before it's just the Moon's old neighborhood. Going is the fun. The road is a few inches below. Feel it. Participate. Get involved in the mechanics of the ride. Change and let your passenger drive. Switch back.

Remember why a Spider seats two! It's the place to be a couple, in love with the zing of being here . . . going there.

It's a Bertone body with a choice of tops: convertible soft top that folds into its own metal-covered compartment or optional metal hardtop. Ideal "beginner's car" to get the joy of driving without denting the budget!

ENGINE—new rear-mount, in-line water-cooled 4 cylinder O.H.V. 903 cc. 58 h.p. at 6400 r.p.m. Compression ratio 9.5 to 1. Max. torque 47.7 ft. lbs. at 4000 r.p.m. **SUSPENSION**—independent wheels with upper swinging arms, transverse mounted leaf springs on front, independent rear wheels with swinging arms and coil springs. 4-wheel hydraulic, telescoping shock absorbers. Stabilizer bars front and rear. **BRAKES/TIRES**—Front wheel disc brakes, hydraulic rear drums. Radial ply tires. **TRANSMISSION**—fully synchromeshed 4 speeds forward, one reverse. Floor stick shift. **INSTRUMENTS**—all dash mounted, electronic tachometer, matching trip recorder speedometer, all direct reading dials. **STANDARD EQUIPMENT** also includes ~~chrome~~ undercoating, all vinyl interior, twin body-contoured adjustable locking bucket seats, padded back luggage bench.





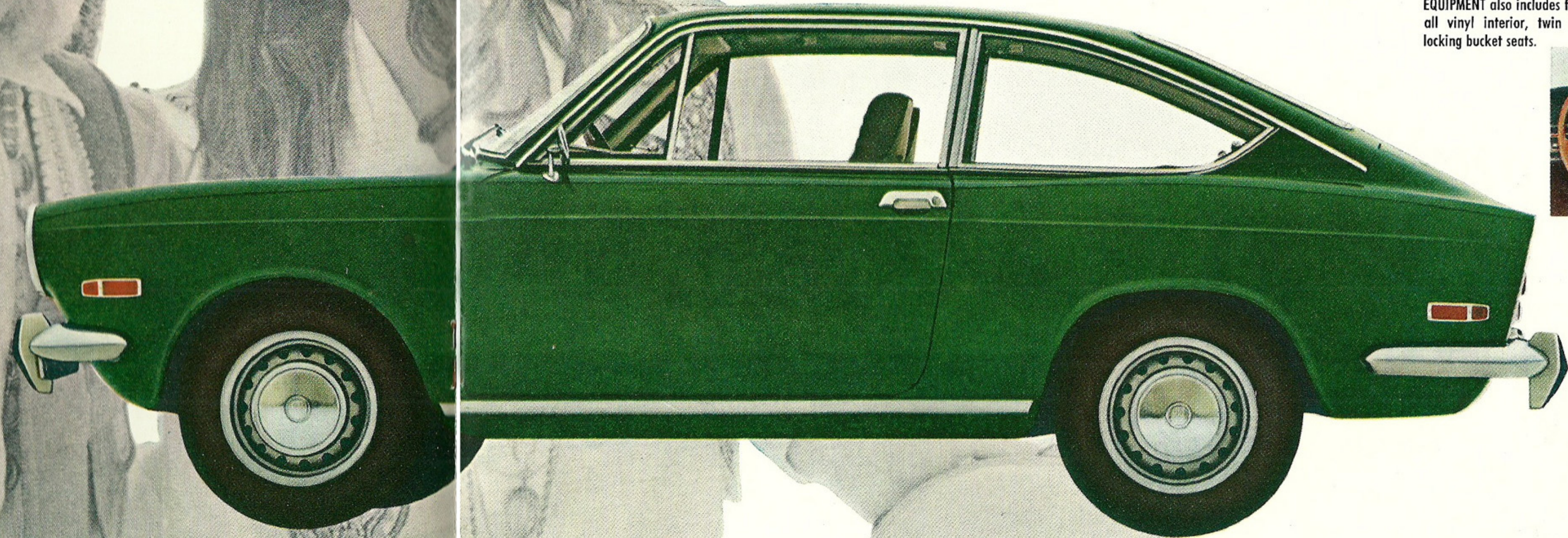
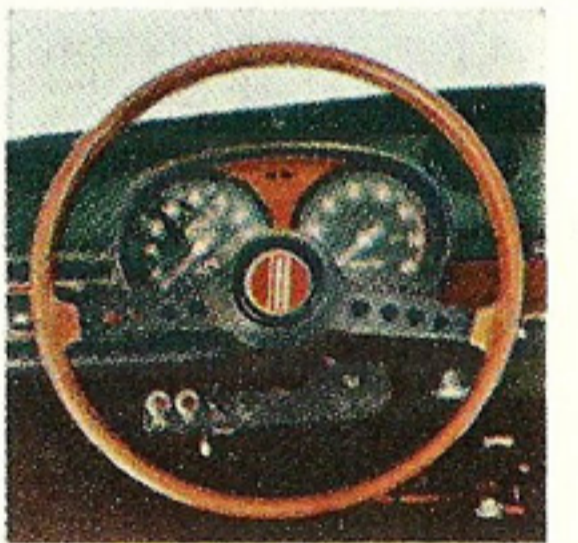
Fiat 850 Sport Coupe making it young

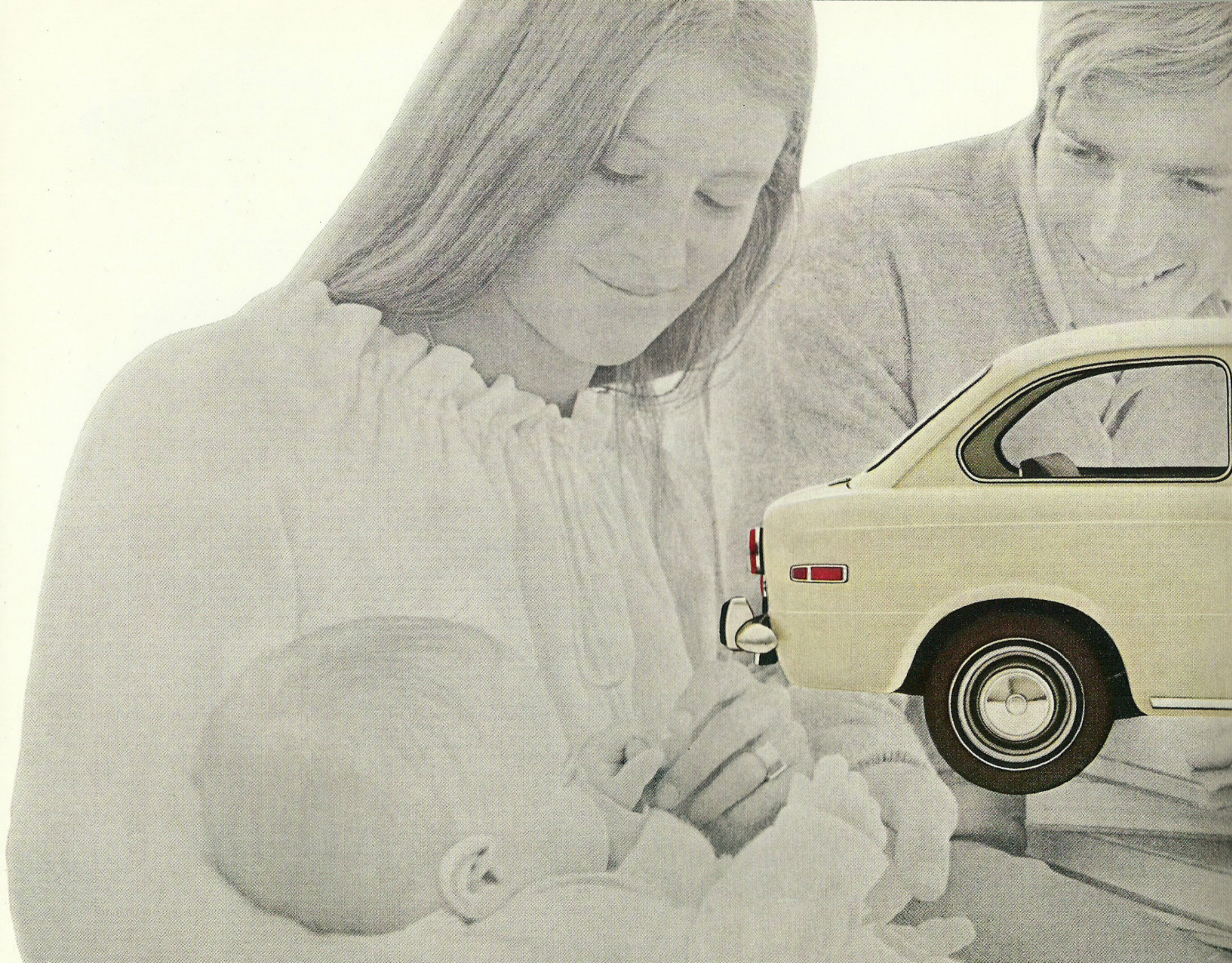


The Car. For life the way it is. Moving, changing, expanding. Hitting stride. Everything before you. If you think a sport car is your way to go—experience a Fiat 850 Sport Coupe ride. And bring friends! Admire the body-shapers in fashion now? Admire the Fiat body shape. Take a long look: Motion frozen in steel, from the

Continental twin headlights to the fast-looking manx rear chop. Style-Fiat-style. The direct import, not the Detroit carbon. What's inside? Start listing. Because the youngest idea about the 850 is Budget. Fully equipped at no extra cost. How does Fiat do it for the price? Start finding

out. Don't wait. The world isn't. Get into a Fiat—the young place to be. **ENGINE**—new rear-mount, in-line water-cooled 4 cylinder O.H.V. 903 cc. 58 h.p. at 6400 r.p.m. Compression ratio 9.5 to 1. Maximum torque 47.7 ft. lbs. at 4000 r.p.m. **INSTRUMENTS**—all on the dash, direct-reading gauges. Electronic tachometer, matching trip-recording speedometer. **BRAKES/TIRES**—Front wheel disc brakes, rear hydraulic drums. Radial ply tires. **TRANSMISSION**—fully synchromeshed 4 speeds forward and one reverse. Floor stick shift. **STANDARD EQUIPMENT** also includes full carpeting, undercoating, all vinyl interior, twin body-contoured adjustable locking bucket seats.



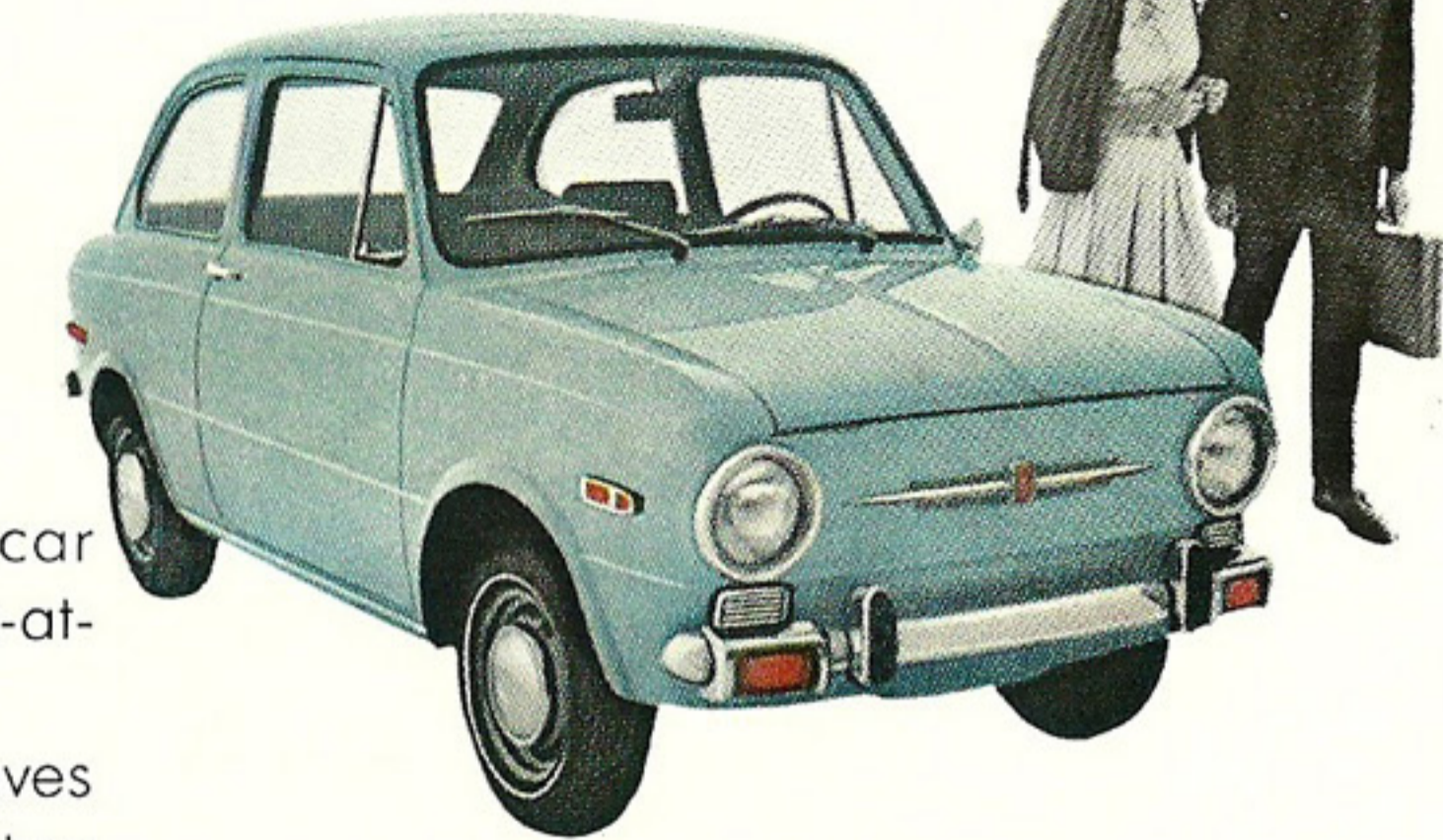


Fiat 850 Two-door sedan cash at the curb

Transportation in its purest form. A get-around car for youth that breaks the convention of making payments on a big car. Or an

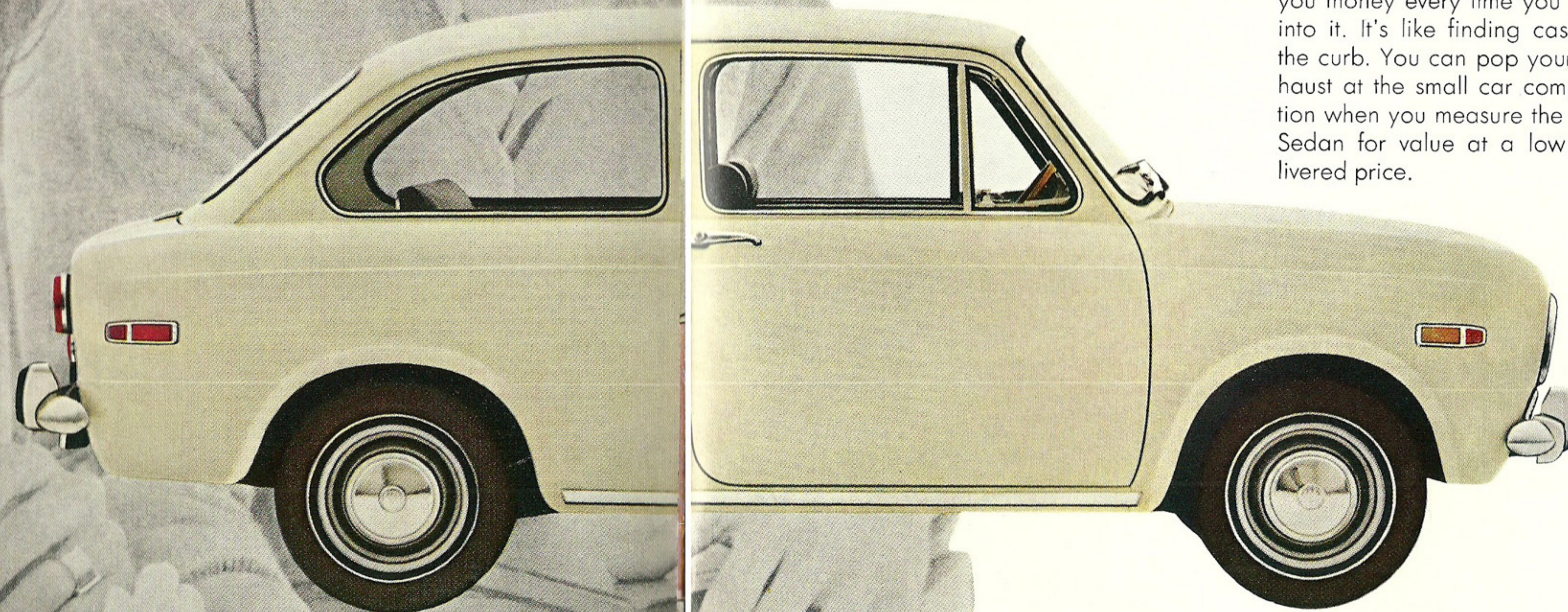
easy-to-operate commuter car for the more settled young-at-heart families.

The Fiat 850 Family Sedan saves you money every time you step into it. It's like finding cash at the curb. You can pop your exhaust at the small car competition when you measure the 850 Sedan for value at a low delivered price.



Economical to operate, low up-keep. Lifetime sealed lubrication, 5,000-mile oil change, all-weather coolant, fuel-conserving compact engine power. Designed to meet the Young World's big challenge: To lower the cost of being a young family.

ENGINE—Rear-mount, water-cooled in-line 4-cylinder 42 h.p. at 5300 r.p.m. Fuel economy approximately 35 miles per gallon. **TRANSMISSION** fully synchromesh stick shift, 4-speed forward, one reverse. Optional automatic floor shift. **BRAKES**—Hydraulic. Radial ply tires. **STANDARD EQUIPMENT** also includes many items other manufacturers charge extra for: adjustable locking bucket seats, deep-cushioned folding rear seat, safety padded dash, quick response heater-ventilator, two-speed electric windshield wipers and washers, padded visors, undercoating.

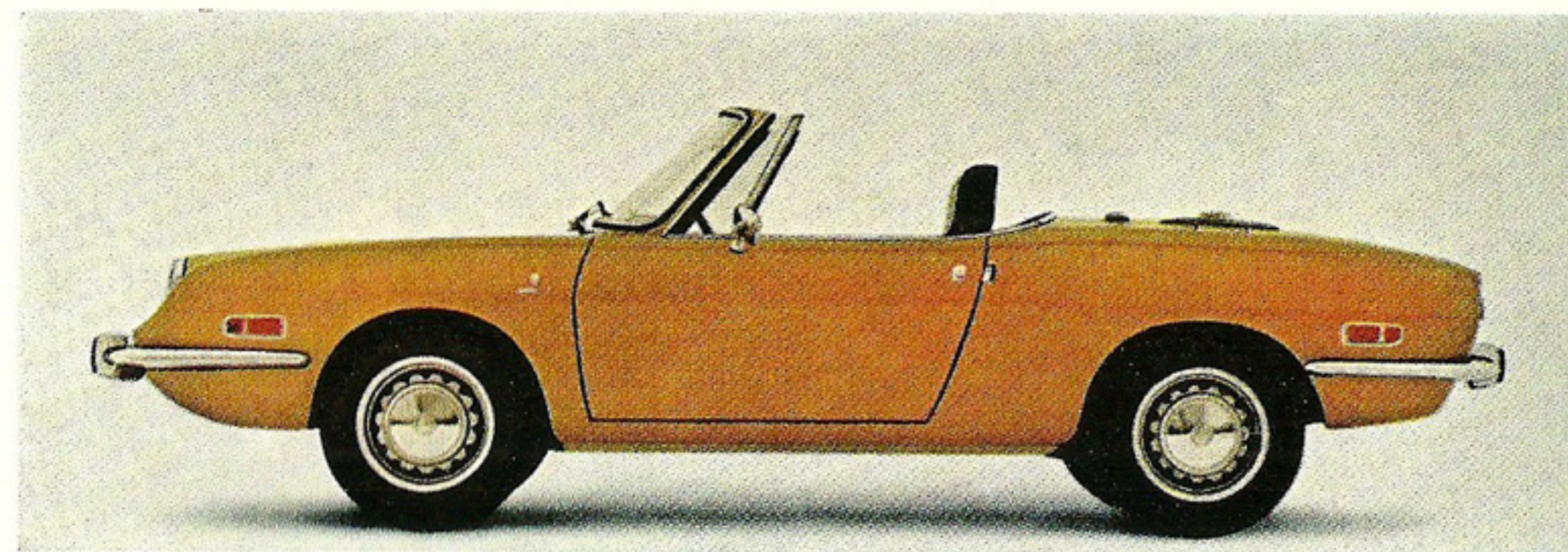




Fiat 850 Sport Racer
The young way ahead of the crowd

Body-frame—Unitized construction. Reinforced longitudinal stress members. All vinyl-covered top. Safety door locks. Push-button door latch. Rust-proofed. Two primer coats. Two coats of high-gloss acrylic paint. Wheel base 79". Front overhang 36", rear 33".
Engine—Rear mounted. Four water-cooled in-line cylinders. Cast iron block. Aluminum cylinder head. Overhead valves, twin-barrel carburetor. Three-bearing steel crankshaft. Horsepower—58 hp. at 6400 rpm. Torque—47.7 ft. lbs. at 4000 rpm. Displacement—903 cc. (55.10 cu. in.) Compression ratio—9.5 to 1. Bore and stroke—2.559 x 2.677 in.
Clutch—Single dry plate with diaphragm pressure spring.
Transmission—Four speeds forward plus reverse. Synchromesh in all four gears. Console-mounted stick shift.
Overall Gear Ratios—First 3.63, Second 2.05, Third 1.40, Fourth 0.96, Reverse 3.61.
Drive Axle Shaft—Two-piece with universal joints... direct engine takeoff.
Front Suspension—Transverse-mounted leaf spring. Double-acting shock absorbers and stabilizer bar.
Rear Suspension—Independent coil springs with double-acting shock absorbers and stabilizer bar.

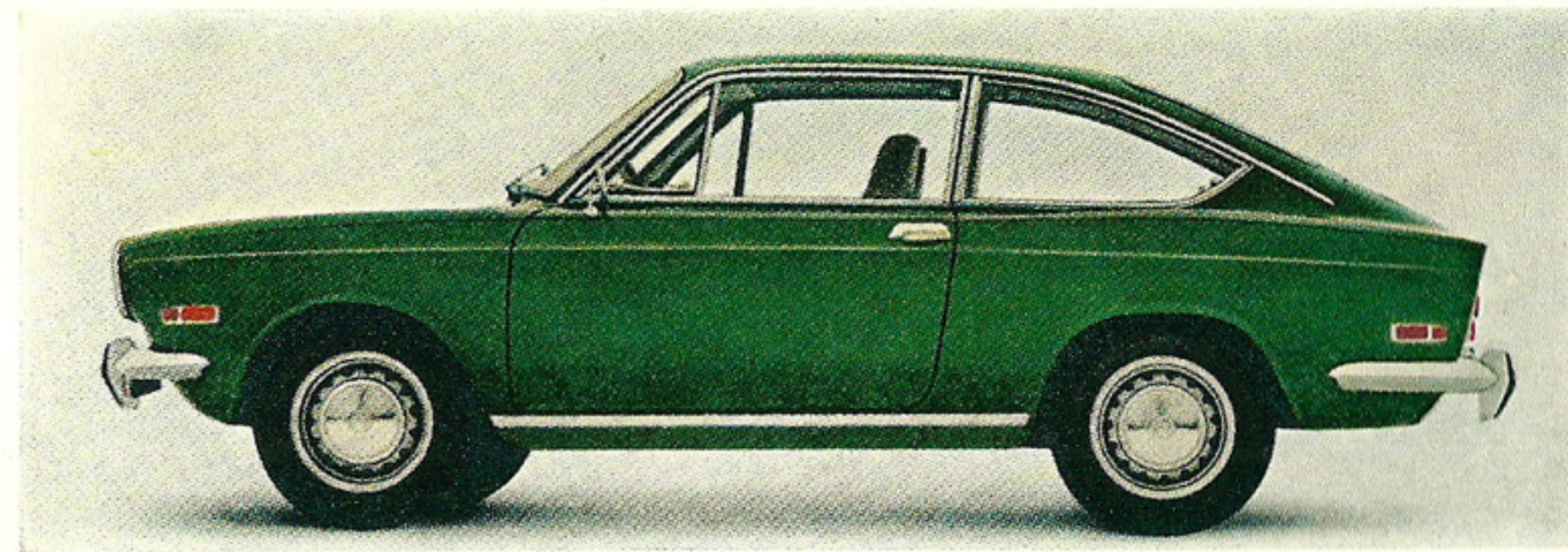
Steering—Worm and helical gear. Steering column (with locking anti-theft device) has flexible joint. Steering linkage joints are lifetime lubricated. Turns in 31'-6" diameter.
Brakes—Front: large-diameter, hydraulically operated floating caliper disc brakes. Rear: drums with expanding, self-centering shoes and automatic clearance take-up. Mechanical parking brake on rear.
Wheels and Tires—Self-ventilating steel disc wheels. 155 SR x 13 in. radial ply tires.
Electrical—12 volt system. 770-watt alternator, 48 amp/hr. battery.
Instrumentation—Speedometer with trip recording odometer, turn signal, high/low beam indicator. Electronic tachometer. Charging indicator light. Oil pressure, water temperature and fuel gauge with reserve supply indicator. Windshield wiper switch, outer marker master light switch, panel light switch. Instruments and switches are set in an all-vinyl padded dash.
Ventilation and Heating System—Passenger compartment air replacement is achieved by unique filtering system of roof-line vents. Provides windshield demisting and defrosting. Foot pedal controls single spray nozzle and synchronous wiper operation. Air intakes on hood. Hot water heater. 2-speed heater fan control on dash.
Fuel Tank—7.93 gal. **Top Speed**—Over 90 mph.
Exterior Dimensions and Weight—Overall length—12'4" Wheelbase—79" Overall width—59" Curb weight—1,631 lbs. Overall height—48" Road clearance—5.3"



Fiat 850 Sport Spider
Performance is the pleasure

Body-frame—Unitized construction. Reinforced longitudinal stress members. Safety door locks. Push-button door latch. Rust-proofed. Two primer coats. Two coats of high-gloss acrylic paint. Wheel base 79". Front overhang 36", rear 33".
Engine—Rear mounted. Four water-cooled in-line cylinders. Cast iron block. Aluminum cylinder head. Overhead valves, twin-barrel carburetor. Three-bearing steel crankshaft. Horsepower—58 hp. at 6400 rpm. Torque—47.7 ft. lbs. at 4000 rpm. Displacement—903 cc. (55.10 cu. in.) Compression ratio—9.5 to 1. Bore/Stroke—2.559 x 2.677 in.
Clutch—Single dry plate with diaphragm pressure spring.
Transmission—Four speeds forward plus reverse. Synchromesh in all four gears. Floor-mounted stick shift.
Overall Gear Ratios—First 3.63, Second 2.05, Third 1.40, Fourth 0.96, Reverse 3.61.
Drive Axle Shaft—Two-piece with universal joints... direct engine takeoff.
Front Suspension—Transverse-mounted leaf spring. Double-acting shock absorbers and stabilizer bar.
Steering—Worm and helical gear. Steering column (with locking anti-theft device) has

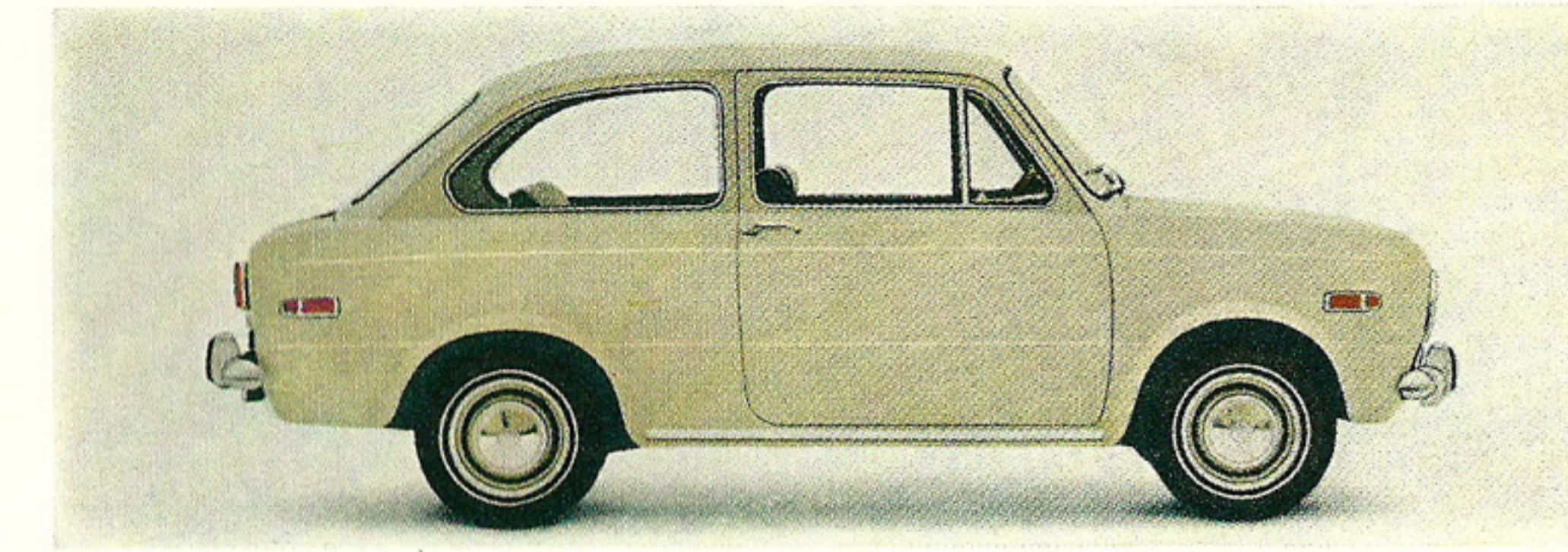
flexible joint. Steering linkage joints are lifetime lubricated. Turns in 31'-6" diameter.
Brakes—Front: large-diameter, hydraulically operated floating caliper disc brakes. Rear: drums with expanding, self-centering shoes and automatic clearance take-up. Mechanical parking brake on rear.
Wheels and Tires—Self-ventilating steel disc wheels. 155 SR x 13 in. radial ply tires.
Electrical—12 volt system. 770-watt alternator, 48 amp/hr. battery.
Instrumentation—Speedometer with trip recording odometer, turn signal, high/low beam indicator. Electronic tachometer. Charging indicator light. Oil pressure, water temperature and fuel gauge with reserve supply indicator. Windshield wiper switch, outer marker master light switch, panel light switch. Instruments and switches are set in a handsome wood-grained panel.
Ventilation and Heating System—Provides windshield demisting and defrosting. Foot pedal controls single spray nozzle and synchronous wiper operation. Air intakes on hood. Hot water heater. 2-speed heater fan control on dash.
Fuel Tank—7.93 gal. **Top Speed**—Over 90 mph.
Exterior Dimensions and Weight—Overall length—12'4" Wheelbase—79" Overall width—59" Curb weight—1,555 lbs. Overall height—48" Road clearance—5.3"



Fiat 850 Sport Coupe
Making it young

Body-frame—Unitized construction. Reinforced longitudinal stress members. Rear side windows swivel outward for added ventilation. Safety door locks. Finger-lift door latch. Rust-proofed. Two primer coats. Two coats of high-gloss acrylic paint. Wheel base 79". Front overhang 28", rear 36".
Engine—Rear mounted. Four water-cooled in-line cylinders. Cast iron block. Aluminum cylinder head. Overhead valves, twin-barrel carburetor. Three-bearing steel crankshaft. Horsepower—58 hp. at 6400 rpm. Torque—47.7 ft. lbs. at 4000 rpm. Displacement—903 cc. (55.10 cu. in.) Compression ratio—9.5 to 1. Bore and stroke—2.559 x 2.677 in.
Clutch—Single dry plate with diaphragm pressure spring.
Transmission—Four speeds forward plus reverse. Synchromesh in all four gears. Floor-mounted stick shift.
Overall Gear Ratios—First 3.63, Second 2.05, Third 1.40, Fourth 0.96, Reverse 3.61.
Drive Axle Shaft—Two-piece with universal joints... direct engine takeoff.
Front Suspension—Transverse-mounted leaf spring. Double-acting shock absorbers and stabilizer bar.
Rear Suspension—Independent coil springs with double-acting shock absorbers and stabilizer bar.

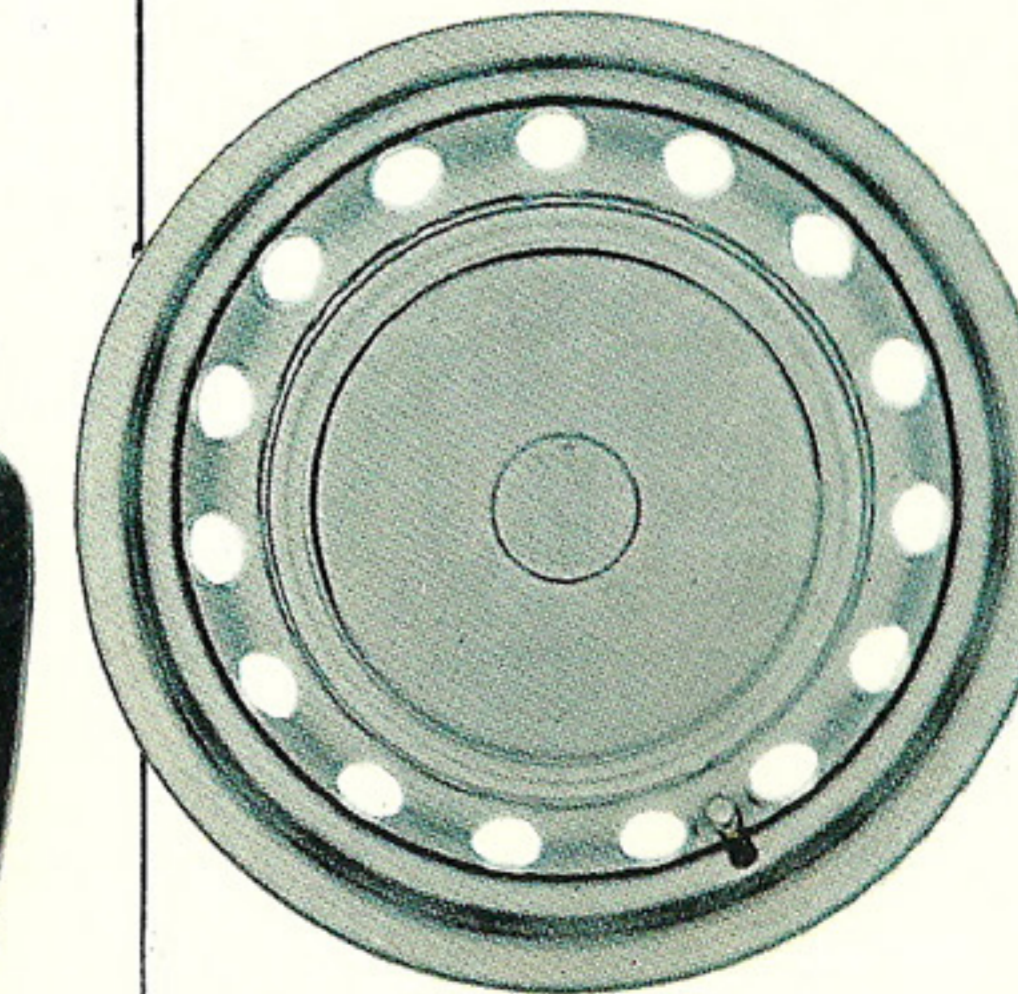
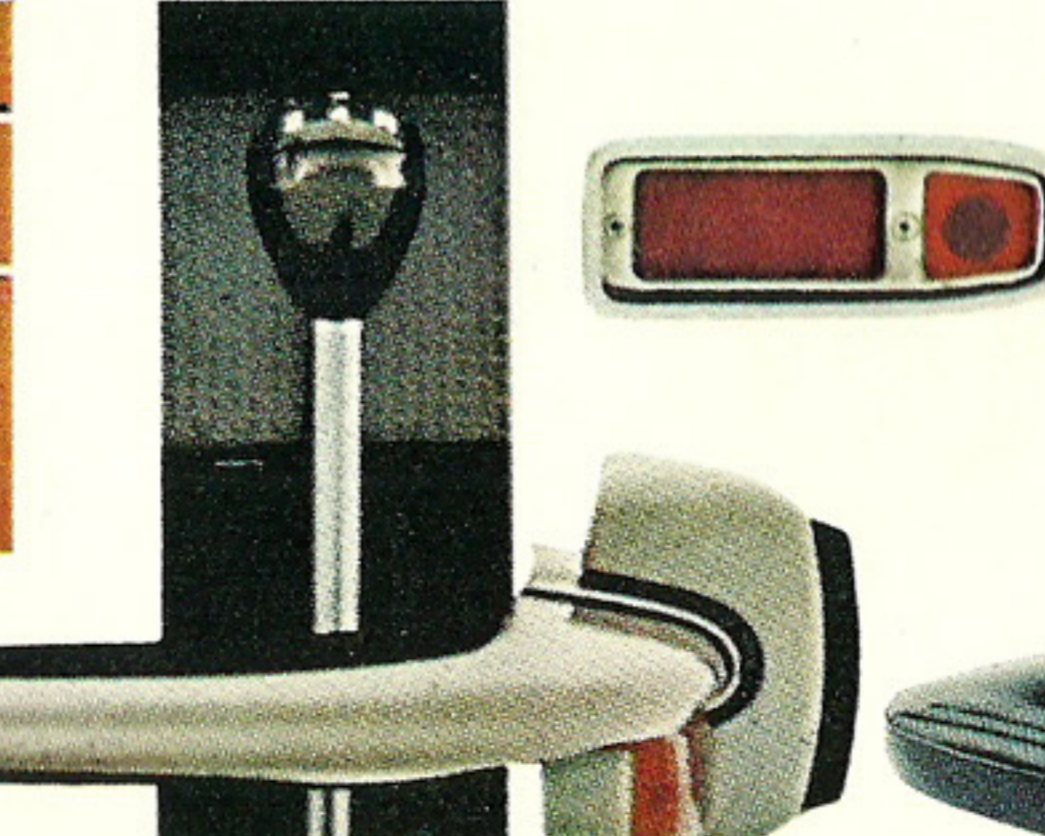
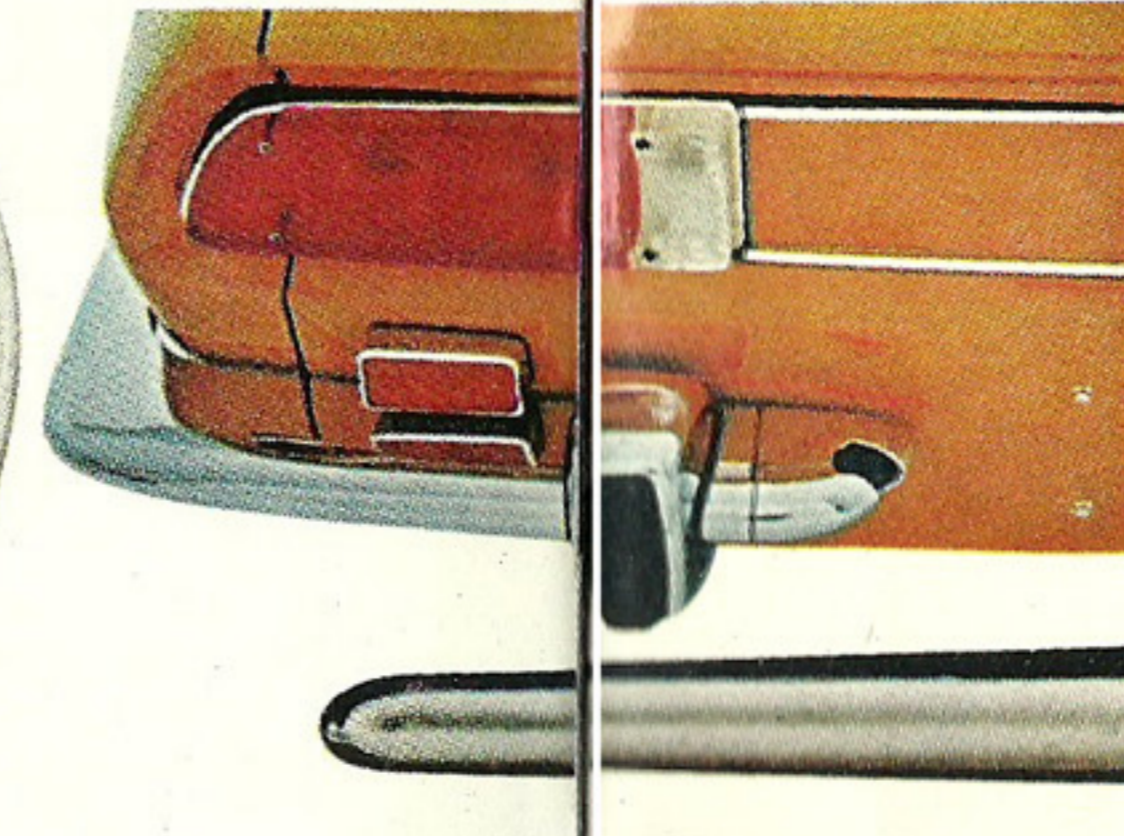
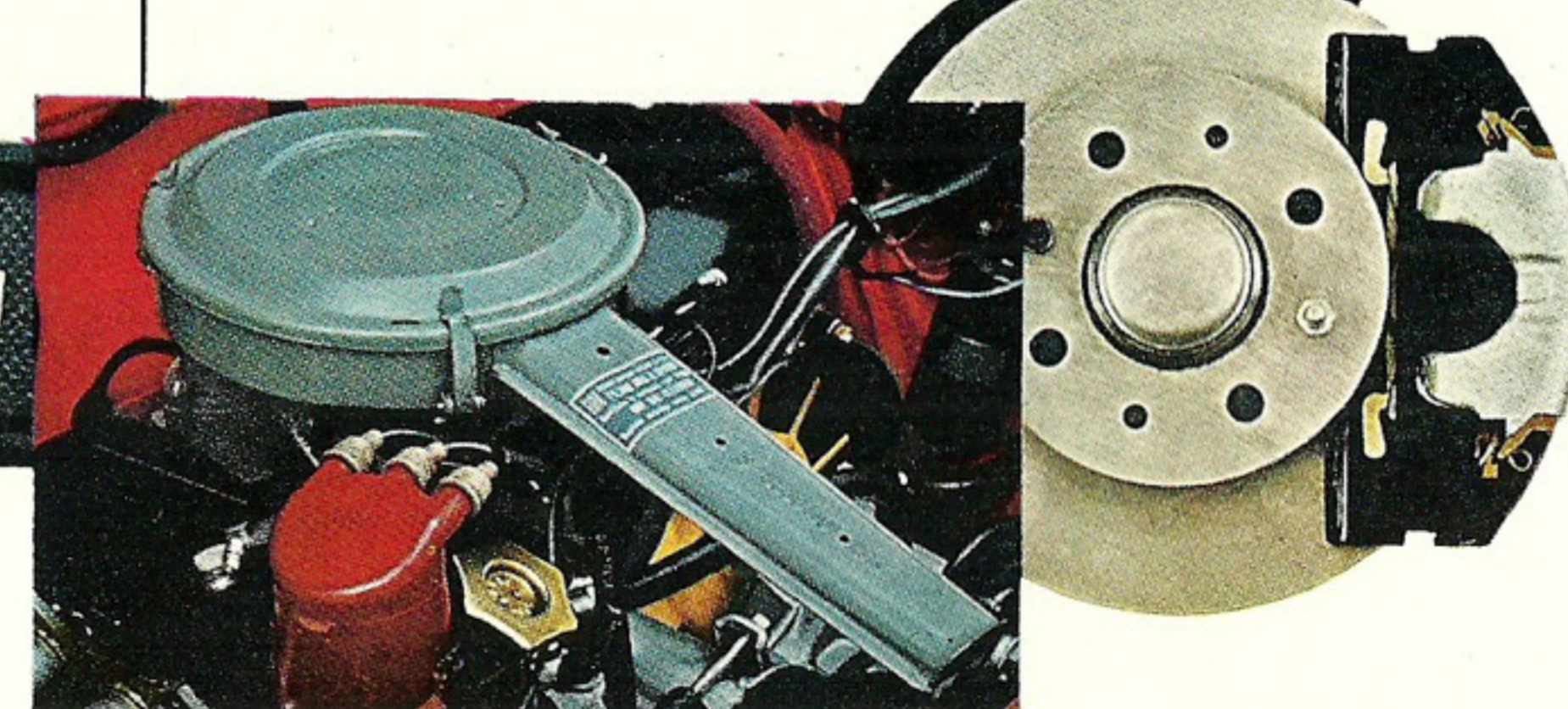
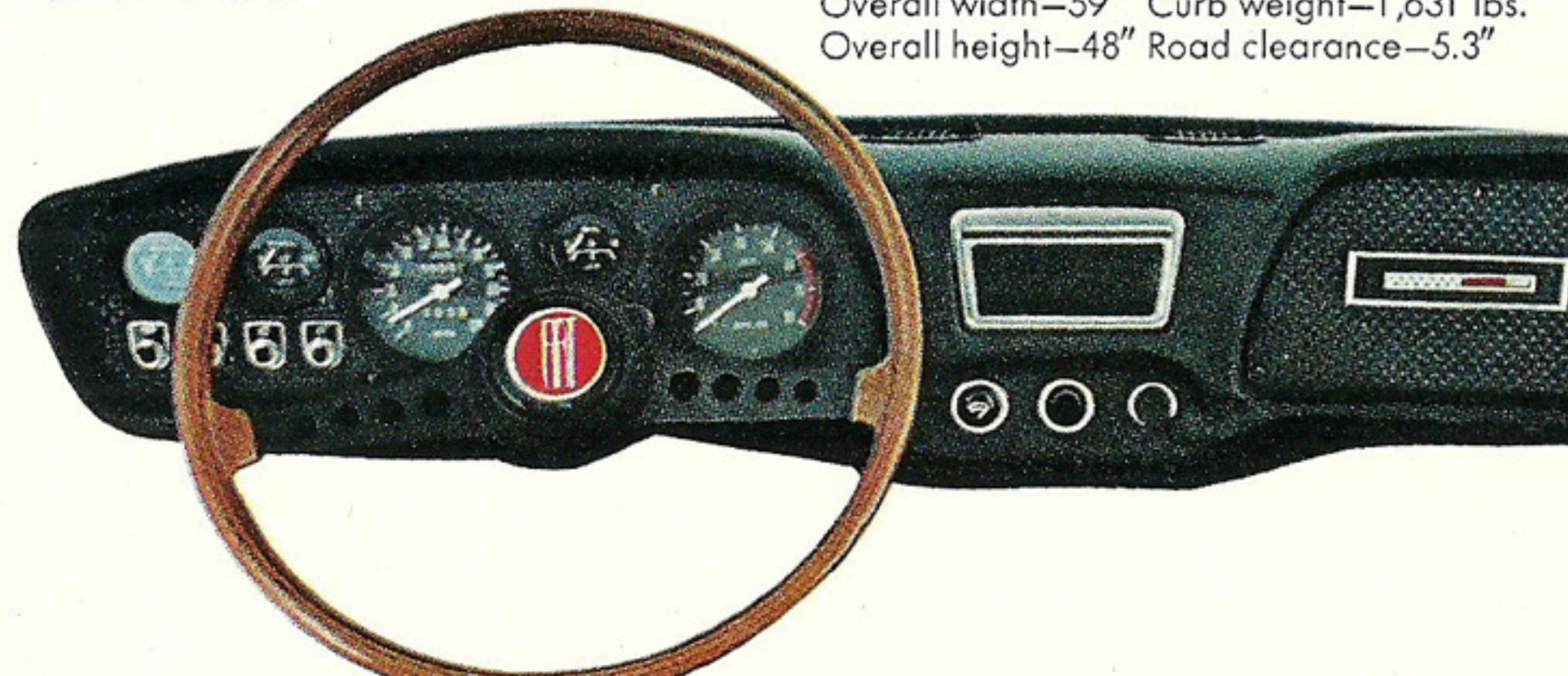
Steering—Worm and helical gear. Steering column (with locking anti-theft device) has flexible joint. Steering linkage joints are lifetime lubricated. Turns in 31'-6" diameter.
Brakes—Front: large-diameter, hydraulically operated floating caliper disc brakes. Rear: drums with expanding, self-centering shoes and automatic clearance take-up. Mechanical parking brake on rear.
Wheels and Tires—Self-ventilating steel disc wheels. 155 SR x 13 in. radial ply tires.
Electrical—12 volt system. 770-watt alternator, 48 amp/hr. battery.
Instrumentation—Speedometer with trip recording odometer, fuel gauge, fuel reserve indicator, water temperature gauge. Electronic tachometer, parking light indicator, battery charge and oil pressure indicators set in a wood-grained cluster mounted in padded dash. Panel light and outer lighting switches are dash mounted.
Ventilation and Heating System—Provides windshield demisting and defrosting. Dash-mounted button controls single spray nozzle and synchronous wiper operation. Air intakes on hood. Hot water heater. 2-speed heater fan control on dash.
Fuel Tank—7.93 gal. **Top Speed**—Over 90 mph.
Exterior Dimensions and Weights—Overall length—11'-10" Wheelbase—79.5" Overall width—59" Curb weight—1,577 lbs. Overall height—51" Road clearance—5.3"



Fiat 850 Two-door Sedan
Cash at the curb

Body-frame—Unitized construction. Reinforced longitudinal stress members. Rust-proofed. Two primer coats. Two coats of high-gloss enamel.
Engine—Rear mounted with four water-cooled in-line cylinders. Cast-iron crankcase and aluminum cylinder head. Crankshaft with hardened journals. Overhead valves, single-barrel carburetor. Horsepower—42 hp. at 5300 rpm., torque—44 ft. lbs. at 3600 rpm., Displacement—817 cc. (49.86 cu. in.), Compression ratio—9.50 to 1, Bore and stroke—2.519 x 2.500 in.
Clutch—Single dry plate.
Transmission—Four speeds forward plus reverse. Synchromesh in all four gears. Floor-mounted stick shift... or all-new Idromatic Automatic Floor Shift Transmission.
Overall Gear Ratios—First 3.63, Second 2.05, Third 1.40, Fourth 0.96, Reverse 3.61.
Drive Axle Shaft—Two-piece with universal joint... direct engine takeoff.
Front Suspension—Transverse-mounted leaf

spring, upper control arms, double-acting hydraulic shock absorbers and stabilizer bar.
Rear Suspension—Independent coil springs with double-acting hydraulic shock absorbers and stabilizer bar.
Steering—Worm and helical gear. Steering linkage joints lubricated for life. Turns in 31'-6" diameter.
Brakes—Hydraulic on all four wheels. Mechanical parking brake on rear.
Wheels and Tires—Steel disc wheels. 145 SR x 13 in. radial ply tires.
Electrical—12 volt system. 500-watt generator. 50 amp/hr. battery.
Instrumentation—Speedometer with fuel gauge, fuel reserve indicator, coolant temperature warning light is mounted in a safety-padded dash. Outer lighting master, windshield wiper and instrument cluster switches are dash-mounted.
Ventilation and Heating System—Provides windshield demisting and defrosting. Hot water heater. 2-speed heater fan control.
Fuel Tank—7.93 gal. **Top Speed**—Over 70 mph.
Exterior Dimensions and Weight—Overall length—11'8" Wheelbase—79" Overall width—57" Curb weight—1,480 lbs. Overall height—54" Road clearance—5.3"



DELIVERED PRICES OF 850's INCLUDE: dash-mounted tachometer (on Racer, Spider and Coupe) • vinyl upholstery • undercoating • arm rests • passenger hand straps • dual horns • wood-grained dash (on Spider and Coupe) • full carpeting (on Racer, Spider and Coupe) • independently fused head and tail lights • map light • courtesy lights • trunk light • engine compartment light (on Racer, Spider and Coupe) • tool kit • rubber inset bumper guards • plus all U.S. safety-standard equipment.
How does Fiat do it for the price?



Fiat Mirafiori Works, Turin, Italy

Fiat makes the whole car. There's a feel to a Fiat that comes from being made by people who make all the car. The iron and steel, the copper, aluminum castings, wire, the stampings, forgings, machined parts. All are Fiat-made.

Keeping involved with everything that goes into the cars, Fiat has grown to be the fourth largest auto maker in the world. At the huge Mirafiori works shown above there are 45,000 production employees, 12,000 auto making machines. Fiat produced, tested and shipped 1,450,000 vehicles last year.

But the Fiat idea is still more car for the money not just more cars. And Fiat's principal quality control is pride. How you feel about your Fiat is what makes the Fiat reputation. It is a reputation that's tested every day in the 150 countries where Fiat cars are sold and serviced.

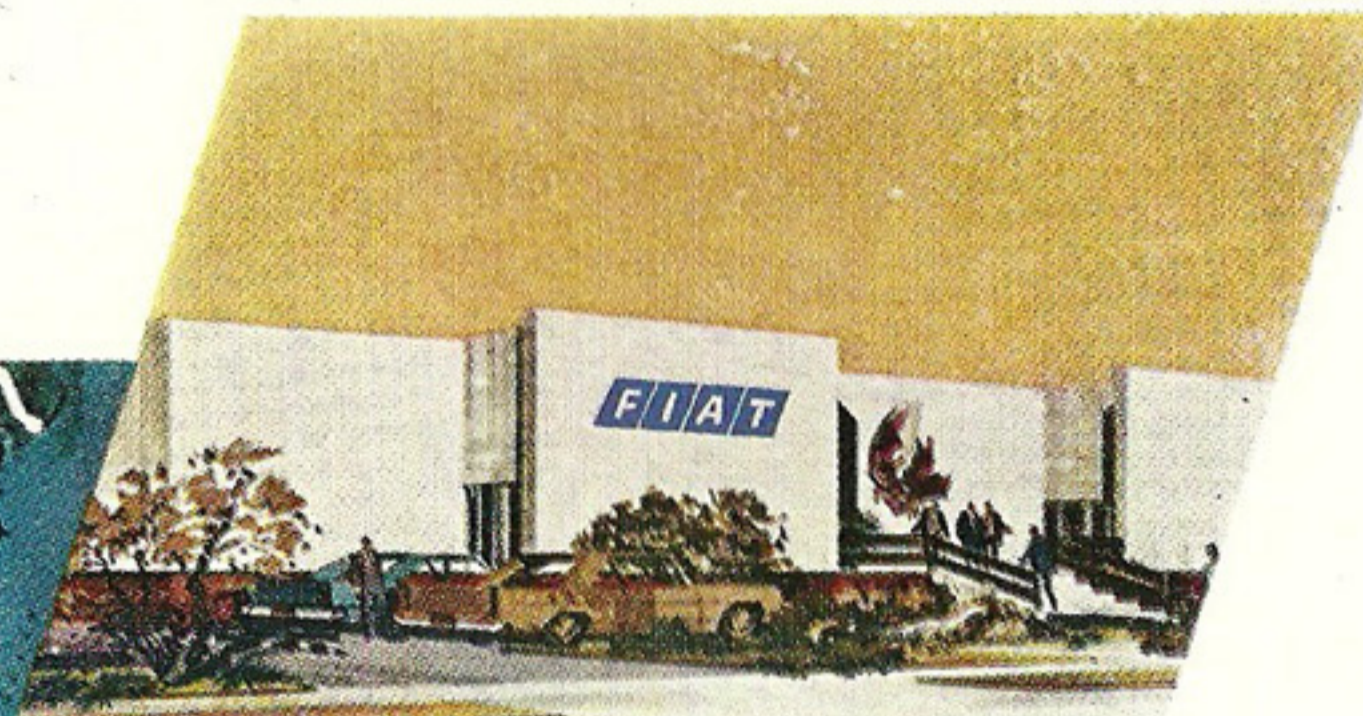


"Your nearest dealer..."

A sales and service network of 600 Fiat dealers stands behind the Fiat you drive in the United States.

The dealers who make up Fiat-Roosevelt Motors, Inc.'s sales organization have been chosen for the reputations they have built in their own communities. These automotive experts aim to keep their reputations by maintaining high standards of service. Their maintenance facilities, stocks of replacement parts and service are set up to accommodate the regular preventive maintenance and repair of all Fiat vehicles sold in the United States.

When you choose a Fiat you can rely upon expert service because you can rely upon the efficiency of a successful organization of dealers.



Behind every Fiat Dealer

Fiat-Roosevelt Motors, Inc. centralizes parts supply in regional depots like this new building, which accommodates parts distribution, service training schools, sales and service divisions and vehicle distribution for the western states.

Similar modern facilities cover every region of the United States. Parts requirements for individual dealers are forecast and provided for via air and sea freight shipments. The thousands of parts are kept on a computerized inventory. When your Fiat Dealer needs a part not in his stock, the computer locates it and same-day shipment is triggered.

Modern warehousing, modern materials handling, modern communications all are geared to keep your Fiat on the road.



FIAT-ROOSEVELT MOTORS, INC.

The contents in this folder are given as general information and are not binding. Fiat reserves the right to effect at any time, without prior notice, those alterations to parts, fittings and accessory equipment which they may deem necessary for any reason whatsoever.