The year 1899 was far more than the threshold of a new century. It was the gateway to the most astounding age of discovery and development in the history of mankind. The principles of physics — many known for thousands of years, many revealed by modern research — have been applied by science and industry with ever-increasing precision, productivity and purposefulness throughout the past, prodigious 75 years. It is extremely significant to us that FIAT has been in existence for that exact span of time. And we are proud to realize that FIAT has been continuously in the vanguard of the advancement of automotive engineering and many major industries.

This 75th Anniversary brochure introduces you to the FIAT Family Cars of today — and traces the lineage of this superlative line with a retrospective look at the years of great achievement that are now honored pages in the history of FIAT and the world of the 20th Century.

America discovers FIAT
Automatic transmission is available as an option on the FIAT 124 Special and Station Wagon. The uniline is a precision torque converter with 3-speed planetary gear set designed expressly for efficient FIAT engines.

Every FIAT model features the look and luxury of far more expensive cars. This handsome, harmonious interior is a triumph of careful design and fine craftsmanship. Each FIAT is a masterful blend of strength, style and luxury. Full, deep-pile carpeting covers both the floor and the console. The foam-cushioned bucket seats are expertly upholstered in durable vinyl.

This car lives up to its names: FIAT and Special. It's compact in size and price—but in every other way, it's big: spacious, comfort, safety, dependability, durability, trunk room, economy—and power! Now, the FIAT 124 Special TC has a 1562 cc, twin overhead cam engine. It's only 165.6" in length, yet the interior is a luxurious family room on wheels designed to accommodate four full-size adults. Its acceleration is faster than many cars with larger, less efficient engines; it cruises silently and effortlessly on fast freeways. All coil springs and true-tracking, long-lasting radial-ply tires cushion the ride. Disc brakes on all four wheels give you safe, sure stopping control. An automatic transmission is available. Discover the FIAT 124 Special. It fits your family. And your budget.
The on-street story

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even shorter in length than

the 124 Special at 164.8". Yet, like the Special, it has an unbelievable cubic capacity inside — a huge
cargo-hold with a hatch panel that opens from floor to roof. It's highly maneuverable in tight traffic and crowded
parking areas. It's highly movable on high speed highways — with power to spare no matter how heavy the load
in back and on the handy roof rack. Coil springs all around and radial-ply
tires smooth out every road surface. Disc brakes on all four
wheels give you certain stopping assurance. An optional
automatic transmission is available. Discover the FIAT
124 Station Wagon — and explore the space.
The interior of the FIAT 128 is more than strikingly luxurious. It's amazingly spacious as well.

The engine is mounted transversely — leaving fully 80% of the total area inside for passenger and luggage room.

This amazingly spacious interior is the result of the unique FIAT 128 chassis design and assembly. The engine, transmission and spare tire occupy only 20% of the entire area within the body. The remaining 80% is reserved for passenger and luggage room. FIAT 128 — the small car with a big car inside.

Only the designing ingenuity and engineering excellence of FIAT could have produced this incredible sub-compact FIAT 128. The economy car that offers all the advantages of smallness with none of the disadvantages. It's shorter in length than a VW — but it's bigger inside. That contrast is the result of mounting the front wheel drive engine transversely so that it occupies just 20% of the total interior — leaving fully 40% for passenger room and a 13 cu. ft. trunk. It's a new concept in space — and the most extraordinary combination of comfort, convenience, performance, safety and economy ever achieved in its field. Discover why the FIAT 128 has won more International Car of the Year awards in Europe than any other car in history.
You can sense the surprising quality of the entire car in the distinction of the interior design and craftsmanship.

Radial tires are standard on all FIAT cars and provide superior traction on ice, snow and rain-slick roads— one reason for the winning performances of the FIAT 128 for two consecutive years in the Canadian Winter Rally. Discover the FIAT 128 — and discover the best of all ideas in economy car design.

The same sensible, spacious FIAT 128 design is available in a smart, sturdy 2-door model for even greater economy. All of the unique and practical features of the FIAT 128 4-door sedan are incorporated into the 2-door— which is only slightly lighter. The transverse-mounted 1290 cc. S.O.H.C. 4-cylinder engine pours a steady surge of power to the front wheels and responds with far faster acceleration than the FIAT 128's major competitor in the sub-compact class. Front wheel drive also means superior traction on ice, snow and rain-slick roads — one reason for the winning performances of the FIAT 128 for two consecutive years in the Canadian Winter Rally. Discover the FIAT 128 — and discover the best of all ideas in economy car design.

Radoa-Pry tics are standard on all FIAT cars and provide superior traction on ice, snow and rain-slick roads — one reason for the winning performances of the FIAT 128 for two consecutive years in the Canadian Winter Rally. Discover the FIAT 128 — and discover the best of all ideas in economy car design.
The FIAT 128 3-door Station Wagon gives you still another way to save in style when you switch to the FIAT 128 space program. It's less than an inch longer than the sedans, and it's identical in every other detail except for the station wagon body with a rear hatch panel that opens the entire back for convenient access to the huge cargo area inside. It has the same space-making chassis as the sedans; the same dependable S.O.H.C. engine with front wheel drive; the same all-independent suspension; and the same precision rack and pinion steering. See it, and you'll know why FIAT is the biggest selling car in Europe. Discover the small wonder wagon in America — the FIAT 128.
The Fiat emblem has been redesigned many times. But it has always had the same meaning: Leadership in automotive engineering.

America discovers Fiat—the biggest selling car in Europe.