1899-1974

The history of FIAT has precisely paralleled the progress of the 20th Century — both in time and technology. FIAT was founded in 1899 — and for 75 years, FIAT scientists, engineers and designers have been pioneering advancement in a range of fields that includes passenger cars, metallurgy, commercial vehicles, tractors, railroad equipment, aerospace and nuclear energy.

No single development in this era has had more impact and influence on modern society than the automobile. And no single manufacturing firm has made a greater contribution to automotive engineering or has shown more foresight in fulfilling the tremendous demand for motor cars than FIAT. In this long span of leadership, one of the most significant chapters has been the record of FIAT in the field of racing and sports car design.

This 75th Anniversary brochure introduces you to the FIAT Sports Cars of today — and reviews the milestones of the eventful years that are their heritage.

America discovers FIAT
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 enhances your outward taste. The finesse and practicality of the spacious interior confirm your inward judgment. And when this transformed is in motion, you’ll know the excitement of pure sports car excitement — 110hp to 160hp from a four-cylinder engine, 4-speed transmission, console mounted stick shift, electronic tachometer, disc brakes on all four wheels, skilled body lines, 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 Spider. This is a sports car with a present and future. Built to perform with power and precision, styled by master designer Pininfarina to endure as a timeless classic only one conservative feature: its moderate price. To drive it is to know the full meaning and measure of the total sports car experience. A 110 brake hp engine. A 5-speed synchromesh transmission delivers a silken clutch of power to the wheel at the instant it’s time. Acceleration and top speed respond instantly. The fast-tracked four-wheel disc brakes respond accurately. And you command the performance surrounded by the rich, soft leather, luxuriously upholstered seats, and complete instrumentation of a genuine sports car cockpit. Drive trains on all four wheels are standard equipment. Discover the FIAT 124 Sport Spider — and let it transport you into a new way of living.
A car can make a statement. This one has plenty to say. Beautiful, elegant and potent—our total interpretation of the genuine GT tradition. And then there’s performance that no one will ever suspect. Economy. The engine is a restrained fusion of racecar performance and luxury. The feeling is one of freedom, one of exhilaration. The interior is a rich assembly of luxury materials, all designed for comfort, all tailored for performance. The steering is precise, positive. The ride is controlled and effortless. The brakes are powerful and true. The wheels are made from lightweight, high-strength materials. The body is aerodynamic, yet strong. It’s a car that’s fun to drive, a car that’s fun to own. It’s a car that’s fun to show off. It’s a car that’s fun to drive. It’s a car that’s fun to own. It’s a car that’s fun to show off. It’s a car that’s fun to drive.
FIAT X1/9: The car of the future. Now, it is the product of three quarters of a century of FIAT experience and excellence. No car in its class has ever been accorded a more approving reception by independent experts. Every major motor car publication has reviewed it, acclaimed it and recommended it not only on a resounding styling success, but as an impressive performer and a responsive value as well. Here are the facts — for your own appraisal! Mid-engine — a 1,290 cc, inline-4 mounted transversely, 4-speed fully synchronized transmission; unitized and body including roof; tubular structure, rack and pinion steering; disc brakes on all wheels; complete instrumentation; removable headlamps. And then there is the look of the FIAT X1/9 — for advanced, innovative, provocative, striking, Nathalie. The body is the creation of ItalDesign, the designer of some of the most renowned and respected sports cars in the world. Discover a new era of the Italian attitude. Discover the brilliant FIAT X1/9.
This is where it happens. The sound of echo/echo, horn, passing cars, the whir of the wind, the roar of the engine. This is where it all comes together. The Ford Capri, with its powerful 2.0-liter engine and five-speed manual transmission, is a true driver's car. The interior is luxurious, with leather seats and a sunroof. The Capri is not just a car, it's an experience.
America discovers Fiat—
the biggest selling car in Europe.