

The logo for the Fiat 500X, featuring the word "500" in a stylized font with a red "X" to its right.

THE 2016 EDITION

A large, semi-transparent yellow graphic on the right side of the advertisement. It depicts a yellow jacket with a fur-lined hood and a visible Fiat logo on the chest, set against a background of motion-blurred lines, suggesting speed and style.

THIS IS A VEHICLE THAT TRULY ACHIEVES A BALANCE OF STYLE AND PURPOSE,  
SUCCESSFULLY MATCHING DRIVER WANTS AND NEEDS LIKE NO OTHER.  
BEYOND EXACTING ENGINEERING AND TECHNOLOGY, STYLISTS HONED LINES,  
COLORS AND ACCESSORIES TO MAKE THE FIAT® 500X APPEALING IN EVERY WAY.  
IT HAS, AS THEY SAY, THE "X" FACTOR WE'VE ALL BEEN LOOKING FOR.

INTRODUCING THE ALL-NEW FIAT® 500X



## WHAT YOU'VE BEEN THINKING ALL ALONG

We've all learned a thing or two about what we'd like in a car. With that in mind, FIAT® 500X designers took into account every aspect of driving to deliver a vehicle that is absolutely spot-on. Just the right height, width, length, power, technologies, amenities, comfort, handling, colors — FIAT 500X is a driver's dream.

*FIAT® 500X Trekking Plus shown in Rosso Passione*





*FIAT® 500X Trekking Plus  
shown in Giallo Amalfi Tristrato*

FIAT® 500X features an available 2.4L, 180 horsepower Tigershark® MultiAir®2 engine, 9-speed transmission and Euro-tuned suspension. Its Dynamic Control Selector lets you dial in a honed vehicle response with a choice of Auto, Sport and Traction Plus modes.

## ALL-WHEEL DRIVE FOR FIAT®

Now, the extra confidence of driving with All-Wheel Drive (AWD) is possible with FIAT 500X. This available feature, unlike other four-wheel systems, utilizes rear axle disconnect, which improves fuel efficiency by engaging the All-Wheel Drive only when necessary. When engaged, it works to constantly deliver power equally to individual wheels. Sensors monitor wheel speed to determine traction needs for different driving conditions and surfaces, delivering optimized performance every time you get behind the wheel.





## WHAT'S THE LATEST

Keeping up. Staying savvy. It's all part of what it means to be on the go these days and FIAT® 500X is equipped with available Uconnect® 6.5AN technology that keeps you at the front of the pack.

Featuring a 6.5-inch touchscreen and Bluetooth® connectivity, it provides hands-free communication<sup>1\*</sup> for calls and texts, streaming music from a smartphone or audio player, SiriusXM® Satellite Radio<sup>2</sup> and more.

The touchscreen also serves as a video monitor for the available ParkView® Rear Back-Up Camera.<sup>3</sup> The available BeatsAudio™ premium sound system features 9 speakers for optimal acoustics in your FIAT 500X, treating your ears to studio-quality sound just the way the artist intended.



\*A note about this brochure: all disclaimers and disclosures can be found on the back cover.



KNOWLEDGE IS SAFETY

FIAT® 500X incorporates a wide array of available safety and security features that deliver life-protecting alerts and defenses. Available Blind Spot Monitoring (BSM)<sup>4</sup> with Rear Cross-Path Detection<sup>3</sup> helps ensure there are no surprises when changing lanes or when vehicles approach from the side. Available Forward Collision Warning (FCW)<sup>5</sup> will warn and assist in slowing the vehicle to help avoid an impending crash. ParkSense® Rear Park Assist<sup>3</sup> and ParkView® Rear Back-Up Camera<sup>3</sup>, with active grid lines, assist when you're in Reverse. Available Passive Entry with Keyless Enter 'n Go,<sup>TM</sup> including Remote Start, makes for a quick getaway, while the standard Electronic Park Brake helps avoid rollback on steep grades.



Seating and trims are offered in a variety of cloth and leather options. Available heated front seats with power 8-way and 4-way driver adjustable lumbar and a heated steering wheel make mundane trips a thing of the past.

*FIAT® 500X Lounge interior shown  
in Dark Brown/Gray Premium Cloth*





The 3.5-inch Driver Information Display (DID) makes it easier to track and configure essential vehicle data.



An available Uconnect® system features a 6.5-inch touchscreen and user-friendly navigation. The standard Media Hub lets you plug into USB and auxiliary ports ready for your “smart” and music devices.

## PALETTE FIAT® 500X

FIAT® 500X distinctiveness draws as much from its iconic lines as it does from an expressive range of colors. From energetic to elegant, everyone will find a FIAT 500X color that's right on the mark.



Blu Venezia



Rosso Perla



Verde Toscana



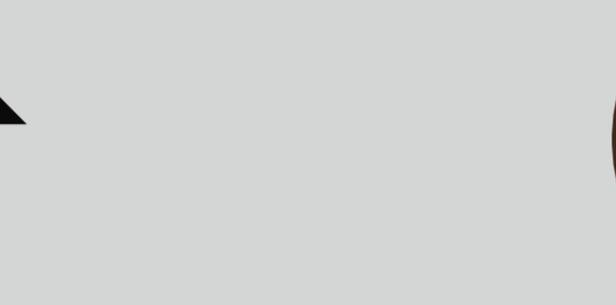
Bronzo Magnetico



Grigio Argento



Nero Cinema



Bronzo Magnetico Opaco



Giallo  
Amalfi Tristrato



Bianco Gelato



Rosso Passione



Arancio



Grigio Arte



#### JOIN IN



Join fellow enthusiasts and tell your story by posting comments, participating in discussions and sharing your FIAT® vehicle photos and videos. Connect with our community on Facebook ([facebook.com/fiatusa](https://facebook.com/fiatusa)), follow us on Twitter ([twitter.com/fiatusa](https://twitter.com/fiatusa)), and check us out on YouTube ([youtube.com/fiatusa](https://youtube.com/fiatusa)), Tumblr ([fiatusa.tumblr.com](https://fiatusa.tumblr.com)), Google+ ([plus.google.com/+fiatusa](https://plus.google.com/+fiatusa)), FIAT Backstage ([blog.fiatusa.com](https://blog.fiatusa.com)), Instagram ([instagram.com/fiatusa](https://instagram.com/fiatusa)) and Pinterest ([pinterest.com/fiatusa](https://pinterest.com/fiatusa)). Thank you for following.

#### GO MOBILE



Take an engaging multimedia tour on your mobile device. Log on to the [fiatusa.com](https://fiatusa.com) mobile site for a comprehensive, at-a-glance review of what you need to know about your FIAT vehicle. You'll experience visual and interactive demonstrations of the entire lineup and enjoy access to product information at your fingertips, wherever you go.

#### FIAT® MERCHANDISE



Display your affection for striking style with merchandise that complements an active lifestyle. This collection includes everything from trend-setting apparel to distinctive conversation pieces for home, office and travel. Visit [estore.fiatusa.com](https://estore.fiatusa.com)

#### 4 YEAR/50,000 MILE WARRANTY

Standard coverage includes: Basic Limited Warranty — 4 Years/50,000 Miles, Anti-Corrosion Perforation Limited Warranty (outer panel) — 5 Years/100,000 Miles, Roadside Assistance<sup>6</sup> (services include the following) —

4 Years/Unlimited Miles: Flat-Tire Service, Out of Gas/Fuel Delivery (maximum 2 gallons), Battery Jump Assistance, Lockout Service and Towing Assistance. Visit your FIAT Studio for additional details, eligibility and restrictions.



FIAT® 500X Lounge shown in Grigio Arte and Trekking Plus shown in Rosso Passione



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- (1) Requires a mobile phone equipped with the Bluetooth Hands-Free Profile (HFP). Visit UconnectPhone.com for system and device compatibility. (2) SiriusXM audio and data services each require a subscription after the trial included with the new vehicle purchase, sold separately or as a package, by SiriusXM Radio Inc. **If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates.** Fees and taxes apply. **To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at siriusxm.com.** All fees and programming subject to change. (3) Always look before proceeding, electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. (4) Always check visually for vehicles prior to changing lanes. (5) FCW system is solely an alert system for the front of the vehicle which does not take any actions to change vehicle dynamics to avoid a collision, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use brakes to avoid collisions. (6) Provides direct-dial access to Roadside Assistance Service. Vehicle must be in the United States, have network coverage and be registered with Uconnect Access with an active subscription that includes the applicable feature. Additional roadside assistance charges may apply. Check the warranty for details.

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