

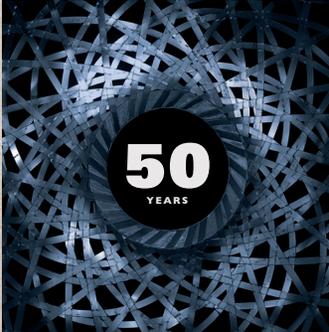


*124  
Spider*



# FIAT® I24 SPIDER TURNS 50

THE ROADSTER'S NEWEST ENTRY GIVES YOU SOMETHING TO CELEBRATE



## FINALLY, THE ULTIMATE ROADSTER IS BACK

It brings with it all you've been missing: seductive Italian styling matched with performance derived from a long and storied race history. Every spin behind the wheel means getting caught up in the thrill of each and every top-down moment.

# 124spider



**LINES THAT RADIATE** Early mathematicians advocated the use of the Golden Ratio to yield pleasing, harmonious proportions. With lines that compel your eyes to follow along, FIAT® I24 Spider clearly benefits from its influence. Additionally, exquisite materials, exacting build specs and near-perfect weight distribution all contribute to its captivating appeal.

**HEADY** Why not drive something that turns everyday ordinary into every-second extraordinary? FIAT® I24 Spider give you that open-road feeling of freedom on highways and urban avenues alike. Its 160 hp 1.4L Multi-Air® Turbo Engine, 6-speed ATX, electric power steering system, Electronic Stability Control (ESC)<sup>(1)</sup> and engine Brake Assist all help to make the most of tight corners, long straightaways and your reputation behind the wheel. A walk around FIAT I24 Spider reveals finishing touches like dual exhaust tips, Silver-painted-finish A-pillars, 17-inch aluminum wheels and 3-season tires. The operative word here? Swoon.



**GOOD DRIVERS ARE INSPIRED TO BECOME GREAT DRIVERS** given the right tools. So beyond its exhilarating power, FIAT® I24 Spider offers alluring interior amenities that encourage "once more around the block" spontaneity. Look forward to heated leather seats, leather-wrapped steering wheel and shift knob, Bluetooth® connectivity, 7-inch touchscreen with controller knob, Pandora® capability and more.



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To say the FIAT® I24 Spider has a loyal following is quite an understatement: this is the Italian roadster that holds a special place in the hearts of driving fans and leisure-seekers alike. Its 1967 debut model remains a prized collectible and a cultural marker from a revolutionary era; its long absence from production (since 1985) has left a lot of hearts longing. So now, 50 years later, this beloved roadster is here again: at once a standout and a statement. Drivers rejoice.

(1) No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt.  
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