**The 500’s 64th anniversary is celebrated with the debut of the New 500 in the first country outside Europe: Israel**

* **A special birthday for the legendary “Cinquino”: its third generation, electric and electric only, takes its first steps outside Europe and makes its debut in Israel.**
* **Taking part in the presentation – held today in Tel Aviv – was Olivier François, Fiat CEO and Stellantis CMO, with an inspirational video message from the Lingotto rooftop, soon to become the highest hanging garden in Europe.**
* **The New 500 is the best-selling electric city car in 10 European countries and takes a podium place in another 7.**

July 4th is always a special occasion to celebrate the anniversary of the 500. The Fiat icon is doing the same again this year: the New 500, electric and electric only, makes its debut today in Israel, taking its first steps outside Europe.

“I’m extremely proud to celebrate the anniversary of our icon with a highly significant symbolic step: the New 500 – the third generation of the icon created exactly 64 years ago in Turin, the city where it is also manufactured – is now launching in its first country outside Europe, Israel,” noted Olivier François, Fiat Chief Executive Officer and Stellantis CMO. “And we couldn’t have chosen a better location to tell you all about it: the track on the Lingotto rooftop. It used to be the test track for the 500 and was located right here on the roof of the factory where the car was manufactured. It now acts a bridge between Fiat and the 500’s past and future. Right here on this roof, we are working on the creation of the biggest hanging garden in Europe, to be known as La Pista 500 (‘The 500 Track’). A garden for the city of Turin, a green lung in the heart of the city open to all, representing Fiat’s green pathway. It takes on the same values: in our opinion, “it's only green if it's green for all”. This is Fiat's DNA and this is our commitment.”

***La Pista 500, a bridge between past and future***

Olivier François’ inspirational video message was made on the roof of the Lingotto complex in Turin, a symbolic location that brings together the Italian brand’s glorious history and its most famous model, with a vision for a more sustainable future. Lingotto was the factory where the 500 was created, and its roof played host to the legendary track on which the first 500 was tested. A true test track with 2 raised surfaces. The 500 symbolically set off from here “to conquer the world”. And it is here on the roof of the Lingotto complex – a former factory that featured as one of the first conversions of industrial archaeology in the 1990s – where the past and future will come together to create the largest hanging garden in Europe. In addition, here at Lingotto, the innovative structure which astonished even the architect Le Corbusier, is the new Casa 500 museum, nestled within the prestigious Pinacoteca Agnelli art gallery. It explores the past and future, the culture and the icon that acts as an ambassador for Made in Italy around the world.

***The New 500 is the epitome of eco-friendly for the urban mobility of the future***

Designed, engineered and manufactured in Turin, the New 500 is the first model in Fiat history to be full-electric and 100% Made in Italy.

A benchmark in range and charging speed, it runs up to 320 km (WLTP cycle) with its 42-kWh lithium-ion batteries. With the 85-kW fast charger, it only takes 5 minutes to charge up enough to travel 50 km. To charge the battery to 80%, it takes 35 minutes.

Performance: The Passion, Icon and la Prima are fitted with an 87-kW (118-hp) electric motor, top speed 150 km/h (self-limiting), acceleration from 0 to 100 km/h in 9.0 seconds and 0-50 in 3.1 seconds. The Action variant is equipped with a 70-kW e-motor with 0-100 km/h acceleration in 9.5 seconds, top speed of 135 km/h and a range of 190 km (WLTP cycle).

ADAS and Assisted Driving Level 2: the New 500 also comes with Advanced Driver-Assistance Systems (ADAS), making it easier, safer, simpler and more fun to drive, as well as being the first car in its segment equipped with Assisted Driving Level 2.

Always connected: the New 500 is fitted with the new R1 Infotainment system with a 10.25-inch touchscreen display. It is always connected, comes with over-the-air updates, and can be paired with 2 smartphones at once, in under 5 seconds.

In Israel, the New 500 will be offered in 4 trim levels, from Action – available at the same price as the ICE courtesy of incentives – to la Prima, and in 3 bodies, cabrio, hatchback and 3+1.

***A legendary history rooted in the past but with a clear view of the future***

To imagine the future of the 500, and to breathe life into the New 500, Fiat started from its most precious gem, which influenced the habits of motorists and motoring history with its design, style, significance and strong character. The same was true of the first generation, which offered mobility and freedom in the 1960s, becoming a veritable social phenomenon and establishing itself as a “love brand”. With the second generation, launched in 2007, the Fiat 500 introduced the concept of coolness and charm to the city car, becoming an icon of Italian fashion and style that conquered the world. An ever-evolving model that has inspired artists and musicians over the past 13 years, and has always remained current with more than 30 special series. The year 2020 saw the launch of its 3rd generation, the New 500, ready to revolutionize sustainable urban mobility, powered by affection, innovation and technology. Having received 10 awards even before it had been launched, including the Red Dot Award, the IF Design Award and “Green Car” at the Automobile Awards, now that the New 500 has conquered Europe, it lands in Israel to take its first steps toward the rest of the world.

Turin, July 4th, 2021