New 2020 Fiat 500 Electric UK

New 2020 Fiat 500 Electric

500 BEV Pricewalk

HATCHBACK	Entry	Mid	High	"La Prima"
City Range Batt (115* miles)	**£22,995**	**n/a**	**n/a**	**n/a**
Long Range Batt (199* miles)	n/a	**£26,495**	**£27,995**	**£29,995**

CONVERTIBLE	Entry	Mid	High	"La Prima"
City Range Batt (115* miles)	n/a	**n/a**	**n/a**	**n/a**
Long Range Batt (199* miles)	n/a	**£29,145**	**£30,645**	**£32,995**

launched 4/03

City > Long Range Batt	**£1,000**
Entry > Mid	**£2,500**
Mid > High	**£1,500**
High > "La Prima"	**£2,000**
HB > Convertible (core range)	**£2,650**
HB > Convertible ("La Prima")	**£3,000**

*WLTP
**OTR prices shown excludes PiCG

New 2020 Fiat 500 Electric

500 BEV Battery

The e-powertrain offer is conceived to fulfill all kind of customers needs: City Range, specially thought for users with easy access to charging facilities and for city driving; the Long Range is dedicated to more extended daily car usage.

OFFER	CITY RANGE	LONG RANGE
AVAILABLE	ENTRY	MID AND HIGH
USABLE BATTERY SIZE	21,3 kWh	37,8 kWh
ON BOARD CHARGER	11 kW	11 kW
FAST CHARGE	50 kW	85 kW
ENGINE POWER	70 kW | 93 CV	87 kW | 118 CV

New 2020 Fiat 500 Electric

500 BEV Key Standard Equipment by Trim

ENTRY Mix: 10%	MID (+Entry) Mix: 20%	HIGH (+Mid) Mix: 60%	LA PRIMA (+High) Mix: 10%
Technology Smartphone Cradle with Bluetooth Parking Sensors Electronic Parking Brake Keyless Start Vehicle Start Button Rear Parking Sensors **ADAS** Brake Assist System Lane Centering Traffic Sign Recognition Attention Assist **Comfort** Steering Wheel Audio Controls Electrically Adjustable Mirrors Air Conditioning **Style** Daytime Running Lights (DRL) 15” Steel Wheels	**Technology** 7” Infotainment Screen Android Auto / Apple CarPlay Connectivity DAB Radio **Comfort** Cruise Control Automatic Air conditioning 50/50 rear seats split **Style** 15” Steel Wheels (with unique design)	**Technology** 10.25” Infotainment Screen with Navigation **Comfort** Rain Sensors Keyless Entry Eco Leather Steering Wheel **Style** 16” Alloy Wheels	**Technology** Wireless Mobile Phone Charger **ADAS** Fiat Co-Driver (Autonomous Driving L2) Blind Spot Monitoring **Comfort** Eco Leather Seats **Style** 17” Alloy Wheels LED Headlamps

New 2020 Fiat 500 Electric

500 BEV Wheels

			£350 (Incl. VAT)	£500 (Incl. VAT)
		*		
	15'' STEEL WHEEL	15'' STYLE WHEEL	16'' ALLOY WHEEL (OPT 4AY)	17'' ALLOY WHEEL (OPT 404)
ENTRY	✓	✗	O	✗
MID	✗	✓	O	✗
HIGH	✗	✗	✓	O
LA PRIMA	✗	✗	✗	✓

*Steel Wheels

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500 BEV Colours 1/2

	Ext code	Opt Code	Type	Price
Carry over	SOLID WHITE*	268	4H5	Solid	Free Paint
NEW	ONYX BLACK	601	10N	Solid	£450
NEW	ELECTRIC BRONZE*	215	5CC	Metallic	£600
NEW	OCEAN GREEN	230	5CE	Metallic	
NEW	ROSE GOLD*	237	5CF	Metallic	
NEW	GLACIER BLUE*	242	58B	Metallic	
NEW	MINERAL GREY	205	6FX	Metallic	
NEW	MATT GREY*	690	5CG	Matt	£1,000
NEW	CELESTIAL BLUE	278	5CH	Tricoat	

New 2020 Fiat 500 Electric

500 BEV Packs 1/4

With the new 500 BEV, the strategy is to move away from the complexity of many individually options, and instead offer a number of simple, focused and attractive packs to choose from.

A limited number of individual options are still available (detailed further)

		ENTRY	MID	HIGH
TECHNOLOGY	RADIO PACK	✓		
	EYE PARK PACK		✓	✓
	FIAT CO-DRIVER PACK		✓	✓
COMFORT	WINTER PACK	✓	✓	✓
	COMFORT SEATS PACK	✓	✓	✓
	CONVENIENCE PACK		✓	
STYLE	STYLE PACK		✓	✓
	MAGIC EYE PACK		✓	✓

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500 BEV Packs 2/4

RADIO PACK (opt 3RD)

£850
(Inc. VAT)

- Radio 7'' (07W)
- CarPlay/Android Auto (8EW)
- Wireless Mobile Charger (RFX)
- Uconnect Services (RTK)
- DAB (RS9)
- 1° row full functioning w/USB (0SU)

- ○ High
- ○ Mid
- ● Entry

EYE PARK PACK (opt 3RI)

£850
(Inc. VAT)

- 360° Drone View (XAH)
- Urban Blind Spot (XAN)
- Rearview Parking Camera (9YN)
- Electrical side mirrors w/defrost (041)
- 6 speakers (RCG)

- ● High
- ● Mid
- ○ Entry

FIAT CO-DRIVER PACK Mid (opt 3RG)

£1,725
(Inc. VAT)

- Fiat Co-Driver (Autonomous Driving L2) (NH1)
- 360° Drone View (XAH)
- Urban Blind Spot (XAN)
- Rearview Parking Camera (9YN)
- Traffic sign information (0XR)
- Radio 10,25'' NAV (9YT) + 6 speakers (RCG)
- Electrical side mirrors w/defrost (041)
- Steering wheel soft touch (318)

- ○ High
- ● Mid
- ○ Entry

FIAT CO-DRIVER PACK High (opt 3RH)

£1,725
(Inc VAT)

- Fiat Co-Driver (Autonomous Driving L2) (NH1)
- 360° Drone View (XAH)
- Urban Blind Spot (XAN)
- Rearview Parking Camera (9YN)
- 6 speakers (RCG)
- Electrical side mirrors w/defrost (041)

- ● High
- ○ Mid
- ○ Entry

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500 BEV Packs 3/4

WINTER PACK ENTRY (opt 3RF)

£1,250 (Inc. VAT)

- Radio 7'' (07W), CarPlay/AA (8EW)
- Wireless Mobile Charger (RFX)
- Telematic Box Module (RTK), DAB (RS9)
- 1° row full functioning w/USB (0SU)
- 1st row Heated seats (452)
- Heated windshield (253)
- Electrical side mirrors w/defrost (041)

○ High
○ Mid
● Entry

WINTER PACK (opt 6R7)

£450 (Inc. VAT)

- 1st row Heated seats (452)
- Heated windshield (253)

→ Links Electrical side mirrors w/defrost (041) or pack 3RI or pack 3RG

COMFORT SEATS PACK (opt 3RJ)

£300 (Inc. VAT)

- 1st Row Adjustable Seats 6 ways (JTM)
- Center Armrest (132)
- Close central console (467)

● High
● Mid
● Entry

CONVENIENCE PACK HB (opt 3RN)

£400 (Inc. VAT)

- Automatic A/C (140)
- All Power windows up/down, open/close via remote control (038)
- Passive Entry + Wearable key (9Z0)

○ High
● Mid
○ Entry

CONVENIENCE PACK CABRIO (opt 3RO)

- Automatic A/C (140)
- All Power windows up/down, open/close via remote control (038)
- Passive Entry + Wearable key (9Z0)
- Roof open/close via remote control (GWB)

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500 BEV Packs 4/4

STYLE PACK HB (opt 3RL)

£250 (Inc. VAT)

- Tinted glass (070)
- Front/rear floor mats with 500 logo (396)
- Kick plate - door sill plate (018)

High
Mid
Entry

STYLE PACK CABRIO (opt 3RM)

- Tinted glass (070)
- Front/rear floor mats with 500 logo (396)

High
Mid
Entry

MAGIC EYE PACK (opt 3RJ)

£300 (Inc. VAT)

- LED Headlamps (5EM)
- Auto High/Low Beam (1H2)
- Electrochromic internal rearview mirror (410)

High
Mid
Entry

New 2020 Fiat 500 Electric

500 BEV Individual Options

ENTRY

Mode 3 charging cable **(£250)**

16'' Alloy wheels **(£350)**

MID

Mode 3 charging cable **(£250)**

16'' Alloy wheels **(£350)**

Rain sensing wipers **(£100)**

Radio 10,25'' NAV **(£500)**

Wireless charging pad **(£130)**

HIGH

Mode 3 charging cable **(£250)**

Wireless charging pad **(£130)**

Electric sunroof **(£1,250)***

Panoramic sunroof **(£500)***

17'' alloy wheels **(£500)**

LA PRIMA

Electric sunroof **(£1,250)***

Panoramic sunroof **(£500)***

*Not available on convertible

**All prices include VAT

New 2020 Fiat 500 Electric

500 BEV Volume Planning

NOTES

- The new 500 BEV is built on an all-new dedicated platform and is manufactured at the company's EMEA headquarters in Mirafiori, Turin (alongside Maserati Levante) - it shares very little to no components with the current 500 built in Poland

- The 2 vehicles (current 500 Mild Hybrid and the new 500 BEV) will coexist for an undetermined period (at least 2 years, TBC)

VOLUME PLANNING

- We estimate approximately 8,000 units in the first 12 months of sale, with a substitution effect with the current 500 of c.15%

- We'll focus our sales & marketing strategy on the Retail Channel at 68% (vs. 50% on today's 500)

- RAC channel will not be a priority on this new model

NEW 500	(first 12 months)	
Sales Channels	Volumes	Mix
RETAIL	5466	68%
COMPANY CARS AND DEMOS	692	9%
LTR	884	11%
FLEET BY DEALER	707	9%
RENTAL	250	3%
GRAND TOTAL	8000	

TECHNOLOGY FOR RECHARGING | Competitors' comparison

NEW 500 Seg. A	SMART FORTWO Seg. A	VW e-up! Seg. A	MINI Seg. B	PEUGEOT E-208 Seg. B	OPEL CORSA-E Seg. B	RENAULT ZOE Seg. B
320km	132km	260km	235km	340km	330km	395km

The New 500 is Best-in-Class for autonomy offering a range of 320 km,
in line with competitors of higher B-segment

85 kW (DC)	7 kW (AC)	7 kW (AC)	50 kW (DC)	7,4 kw (AC)	7,4 kW (AC)	22 kW (AC)

The New 500 is Best-in-Class for charging offering a fast charge (DC) 85kW standard,
better even than main B-segment competitors

The daily consumption (50 km) can be recharged in 5 minutes with fast charge

TECHNOLOGY FOR DRIVING | Autonomous Driving & ADAS

FIAT

INTELLIGENT ADAPTIVE CRUISE CONTROL

LANE CENTERING

INTELLIGENT SPEED ASSISTANT WITH TRAFFIC SIGN RECOGNITION

ATTENTION ASSIST

AUTONOMOUS EMERGENCY BRAKE CONTROL with pedestrian & cyclists detection

LANE CONTROL

SOS EMERGENCY CALL

HIGH-BEAM ASSISTANT

BLIND SPOT ASSIST

REAR VIEW CAMERA WITH DYNAMIC GRIDLINES

360° PARKING SENSORS

TECHNOLOGY FOR DRIVING | Benchmark

The New 500 is Best-in-Class for Safety and has many safety features usually available only in higher segments.
The New 500 offers the state-of-the-art level 2 Autonomous Driving.

	Seg. A			Seg. B					Seg. C			Seg. D
	NEW 500	e-Fortwo	e-Up	Zoe	208-e	New Clio	Mini-e	Corsa-e	Leaf	ID3	i3	Model 3
AUTONOMOUS DRIVING L2	●	●	●	●	●	●	●	●	●	●	●	●
INTELLIGENT ADAPTIVE CRUISE CONTROL	●	●	●	●	●	●	●	●	●	●	●	●
DROESY DRIVER DETECTION	●	●	●	●	●	●	●	●	●	●	●	●
LANE KEEPING ASSIST	●	●	●	●	●	●	●	●	●	●	●	●
BLIND SPOT ALERT	●	●	●	●	●	●	●	●	●	●	●	●
VULNERABLE ROAD USER	●	●	●	●	●	●	●	●	●	●	●	●
ADAPTIVE HIGH BEAM	●	●	●	●	●	●	●	●	●	●	●	●
REAR VIEW CAMERA	●	●	●	●	●	●	●	●	●	●	●	●
TRAFFIC SIGN RECOGNITION with Speed Advisor (ISA)	●	●	●	●	●	●	●	●	●	●	●	●

Source: SBD ADAS Tracker