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## **Fiat 124 Spider Timeline**

**November 1966** – Fiat 124 Spider debuted at the Turin Auto Show

**1968** – First Spider sold in the U.S. market

**1975** – Produced exclusively for the U.S. market after immense sales success there

**1979** – Renamed the Spider 2000

**1981** – Pininfarina took over the entire production process of the vehicle. Sales in Europe resumed

**1982** – Production of Fiat and Pininfarina Spiders overlapped as Fiat built the last Spider 2000 models and Pininfarina began production of its own version, sold in the U.S. as the Pininfarina Spider Azzurra and in Europe as the Pininfarina Spidereuropa

**1985** – Production of the model line ended after nearly 200,000 Spiders had been built, three-quarters of which were for the U.S. market

**November 2015** – Legendary nameplate returns nearly 50 years later with the global debut of the 2017 Fiat 124 Spider at the Los Angeles Auto Show

### **About FIAT Brand**

The FIAT brand stands for discovery through passionate self-expression. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is sold in more than 100 countries and is synonymous with modern, simple design blending form, function, technology and a pride of ownership that is genuine.

In North America, the Fiat 500 was introduced in March 2011 and was soon followed by the Fiat 500c (Cabrio), the high-performance Fiat 500 Abarth and Abarth Cabrio, the fully electric Fiat 500e, the five-passenger Fiat 500L and the all-wheel-drive 500X crossover. The FIAT brand continues to expand with the introduction of the Fiat 124 Spider, a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics. The all-new Fiat 124 Spider is available at FIAT studios now.

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