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**FIAT 500 UK SALES TOP QUARTER OF A MILLION**

* **Total FIAT 500 sales figure tops 257,794 at the end of March 2016**
* **8,304 registration in March - the FIAT 500’s third best monthly total since it was first launched in December 2007**
* **The success of the FIAT 500 has helped FIAT UK achieve its best monthly total in almost 12 years**
* **With new versions, including the FIAT 500S, joining the range in 2016 the next sales milestone is just around the corner**

The UK’s love for the FIAT 500 is as strong as ever, with registrations having just topped the quarter-million milestone on the back of one of its best ever sales months. At the end of March 2016 a grand total of 257,794 FIAT 500 registrations had been achieved, with 8,304 new FIAT 500s registered in March of this year alone - it’s third best monthly tally since the first cars hit UK streets in December 2007.

The FIAT 500’s outstanding sales performance in March helped FIAT achieve its best monthly sales total in almost 12 years with a total of 13,190 registrations in March 2016, an increase of 10.62% compared to March of last year. These were the strongest monthly figures it has posted since September 2004, when FIAT sold 13,668 vehicles.

The FIAT 500 was refreshed in the autumn of 2015 and its new infotainment technologies, increased personalisation options, improved refinement and subtly enhanced styling have combined to help the iconic city car consolidate its position as segment leader. With the addition of the 1.3 MultiJet II diesel, Eco version of the popular 1.2-litre engine and sporty new FIAT 500S all coming on stream in 2016, the FIAT 500 should continue to be the UK’s favourite city car for the foreseeable future.

Sebastiano Fedrigo, Country Manager FIAT UK, commented, “The FIAT 500 has always been a popular choice with UK buyers but the figure of almost 258,000 registrations demonstrates just how unique and desirable our iconic city car has remained since it was launched. Our designers and engineers have worked hard to keep the car fresh and exciting in terms of engines, technologies, colours, personalisation options and styling while respecting the basic elements that have always made the car so appealing to a broad spectrum of buyers looking for a high-quality, affordable and utterly chic city car. With more improvements on the way soon, we’re looking forward the amazing FIAT 500 reaching its next sales milestone in the not-too-distant future.”

The FIAT 500 range starts at £11,050 OTR. Customers can visit [www.fiat.co.uk](http://www.fiat.co.uk) for more information on the FIAT UK range while images and additional information is available to the media on [www.FIATpress.co.uk](http://www.fiatpress.co.uk).

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