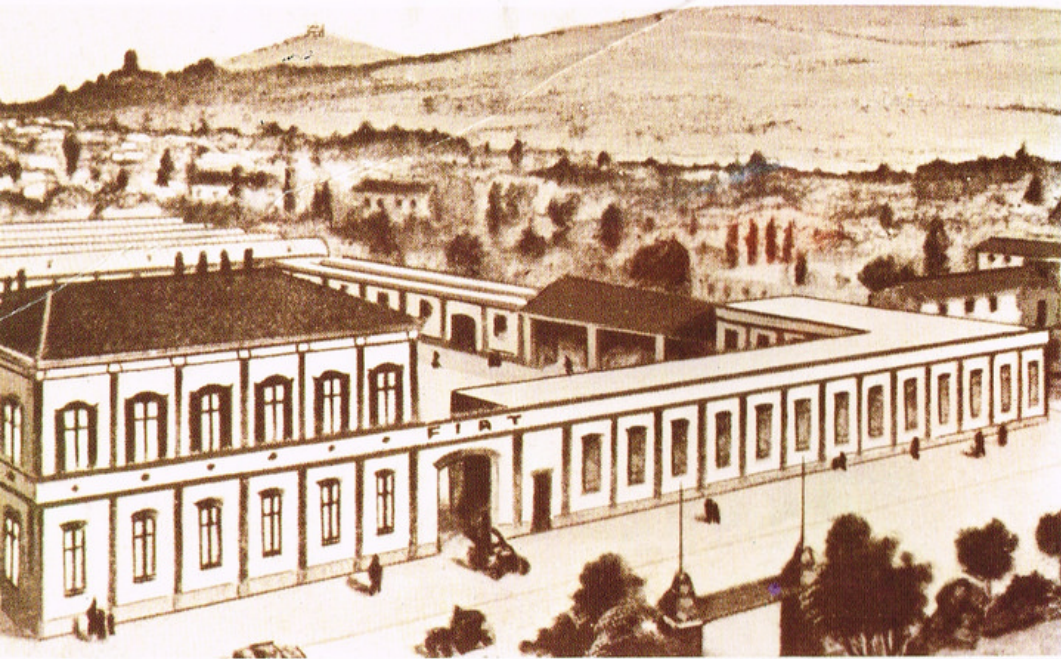




THE COMPANY AND ITS CARS

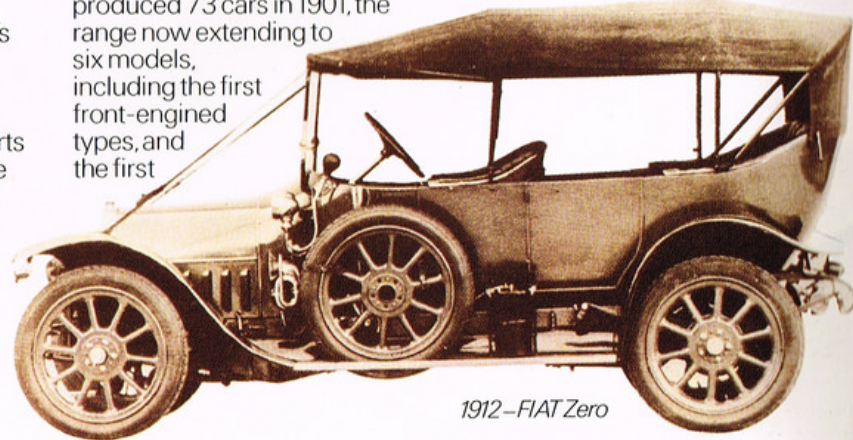


The men who met in Turin on 1st July 1899 to found Fabbrica Italiana Automobili Torino F.I.A.T. were fascinated, like so many progressive thinkers, with the still new motor car. These men, and in particular the first chairman, Giovanni Agnelli, proved to have foresight and managerial abilities that have resulted in the development of one of Europe's largest industrial companies.

By 1900 the fledgling company had built a purpose designed factory on the outskirts of the ancient city of Turin, once the capital of Italy. It employed

150 men who produced a total of 50 cars in the first year. The first model to be put into production, a little 679cc rear-engined four-seater, known as the 3½ h.p., was a forerunner in more senses than one; out of the eight built in 1899, four are still in existence today.

The factory in Corso Dante produced 73 cars in 1901, the range now extending to six models, including the first front-engined types, and the first



1912 - FIAT Zero

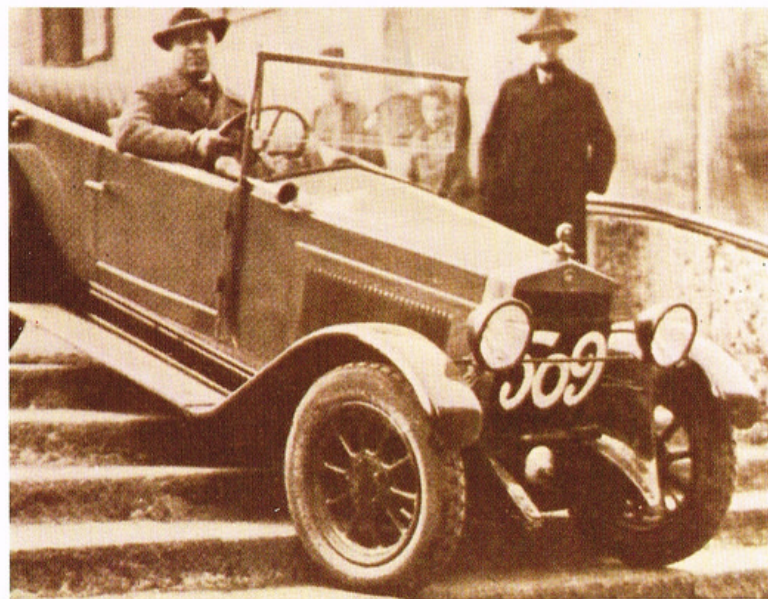
racing cars. In those days the most immediate way of demonstrating the prowess of a car was by success in motor sport, and for the next 25 years Fiat were prominent and successful in every kind of motor sport all over the world, earning a reputation for advanced engineering and performance which still survives today.

Between 1904 and 1908 the company expanded quickly, trebling factory space and adding commercial vehicles to the ever-

growing range of private car models. Already over 1,000 vehicles a year were being sold by Fiat branches and dealers in Italy and in many other countries.

In 1908 Fiat produced its first aero-engine, a tiny V8, and later in the same year diesel engine production commenced the first of a line which continues to this day. The first was a 12-cylinder unit for submarine propulsion. Today Fiat marine engines produce 40,000 h.p.

Fiat first moved into popular motoring in 1912 - with



the famous Tipo Zero, a 4-cylinder, 1,846cc car which was the first Fiat (and one of the first European cars) to be equipped with electric lighting as standard.



Over 2,000 Zeros were produced by 1915, by which time the company was almost entirely devoted to producing military

vehicles, trucks, aero-engines and marine engines. During this period it also produced what was to be the most powerful aero-engine of the First World War. By 1918 Fiat's annual production had risen to 65,542 units.

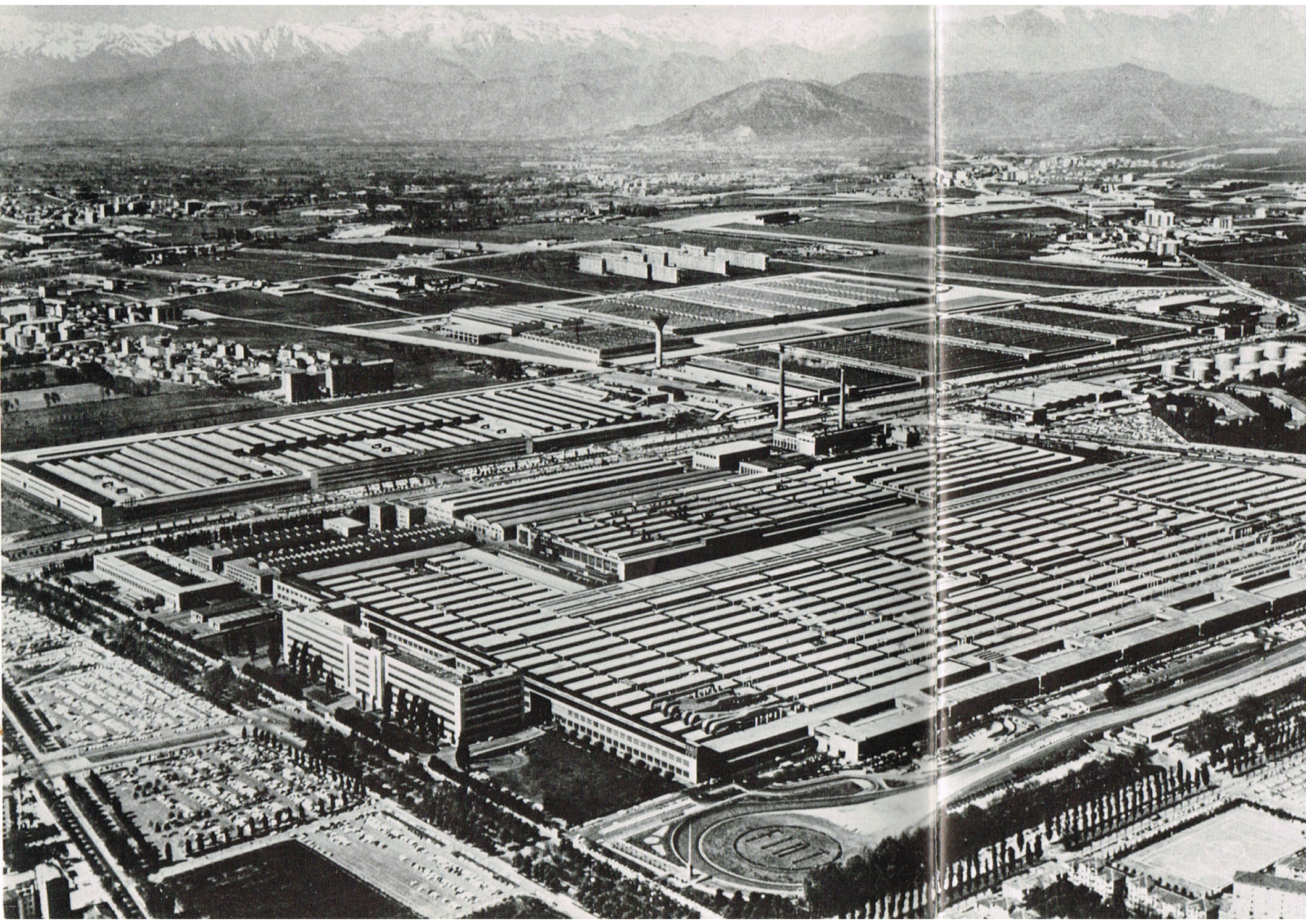


1936 - Tipo 500 Topolino

1925 - FIAT 509



1899 - FIAT 3 1/2 hp



After the war the company re-organised and rationalised itself. A complete range of new models was introduced in 1919, the most successful of which, and one which established the whole direction of Fiat design policy almost until the 40's, was the 501 - a 4-5 seater family car, with a 4-cylinder 1460cc engine derived from the Zero.

To accompany this model a small version of the 501 was produced with an engine of under 1 litre capacity - the 500, an ultra-economical car for the mass-market. This eventually led to the introduction of the 'Topolino' in 1936, a model that was enormously popular, and from which the concept of the 500 and the new 126 derives.

The small factory in Corso Dante Turin, from which the first Fiat cars emerged, is today the central training school and most of the company's management and skilled employees emerge from it. Training and research are basic to Fiat's policy.

Today the company employs almost 200,000 people. In 1974 it manufactured 1,371,000 vehicles, exported 583,167 and manufactured or assembled another 689,366 in many countries outside Italy. Cars, commercial vehicles, buses, trolleybuses, agricultural and industrial tractors, railway locomotives, rolling stock, fork lift trucks and earthmoving machinery are familiar Fiat products. In Western Europe, Fiat is one of the largest selling manufacturers, with a total market of 17.5% of all registrations in 1974.

In every continent, in every country, Fiat is a sizeable force. Its involvement in modern industry is universal. Its growth has been from within and its structure has

developed vertically.

The Fiat group today encompasses a vast range of interests including civil engineering projects, power stations, hydro-electric schemes, road and railway construction, railway rolling stock, gas turbines and extends into the fields of nuclear and space research.

In the vehicle field it includes Autobianchi, Lancia and Abarth, OM and Unic; a 50% share in Ferrari, and a 65% share in Allis-Chalmers. It includes a substantial part of the Spanish SEAT company, of Zastava in Yugoslavia, of Concord in Argentina, and of FNM in Brazil, where a new car, truck and tractor complex is now under construction.

All over the world car manufacturers fit carburettors produced by Weber, a Fiat subsidiary since 1945, and Marelli electrical equipment.

Every year Fiat spends over £50 million on research into every aspect of modern science and technology including pure research in physics, chemistry, and nuclear engineering, apart from applied research into vehicle safety, air pollution, new transport systems, and advanced power units.

As a machine tool manufacturer, Fiat is pioneering new methods of automatic production and industrial organization. New initiatives, new enterprises, new concepts are part of the day-to-day background from which emerges the ever growing Fiat contribution to the world of today and tomorrow.

The rest of this brochure shows you the wide and beautiful range of Fiat cars. There's a car for everyone and we hope these details will help you choose one.



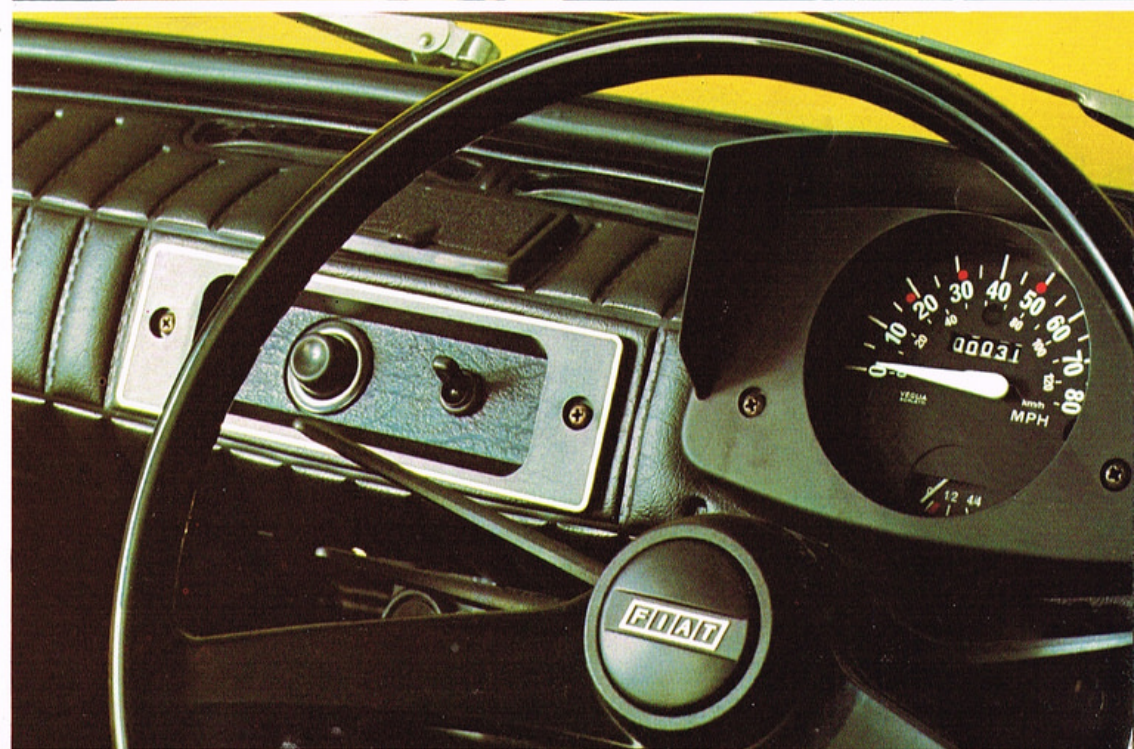
126 Saloon & Sunroof 594cc

The most compact model in the Fiat range, the 126 is today's answer to a problem as old as motoring - maximum transport at minimum cost. Youthful in styling and practical in design, it provides room for four people within the smallest possible dimensions.

The air-cooled, 2-cylinder, 594cc engine has inherited proven features from the highly successful Fiat 500, of which over 4 million were produced.

Only 10 feet long, the 126 is easy to manoeuvre and park, simple to maintain and, above all, economical. Depending on how you drive, you can get over 50 m.p.g. Dunlop Denovo tyres are available as an extra cost option.

*The radio aerial is not standard equipment.
Reclining seats standard on sunroof model.*



133 Saloon 843cc

The new Fiat 133 is the practical answer to the needs of today's consumer – a car which is small but roomy, lively but economical, safe, and fun to drive.

The 843cc engine has been proven to be very efficient and reliable, and

gives good performance with low running costs. It is easy to manoeuvre and park, and it is a pleasure to drive in town or on the motorway.

Inside the 133 there's room to seat 4 or 5 people comfortably. It has a spacious boot, and the large glass area ensures good visibility with no blind spots. The modern

anti-glare instrument panel is positioned for maximum visibility and the controls are situated for easy operation.

*The radio aerial is not standard equipment.
The Fiat 133 is made in Spain.*

127 2 & 3 door 903cc

An exciting, two or three door family car packed full of Fiat individuality and common sense design.

It has ample room for five and a generous boot (nearly 13 cu. ft.) within compact and stylish dimensions. For extra

convenience the 3-door model has fold-down rear seats which increase the luggage capacity to 36 cu.ft.

The proven 903cc engine combines outstanding economy with responsive performance and relaxed cruising, with speeds up to 87 m.p.h.

With front wheel drive,

independent suspension all round and front disc brakes you travel smoothly, steadily and safely.

You can choose between two and three-door models. The 127 design and engineering will still be as modern tomorrow as it is today.



128 Saloon 1116cc

A lively but economical car, the 128 has won the "Car of the Year" award seven times. Its sales successes in all European markets and now in the U.S.A. have proved just how practical it is as a solution for family motoring.

Powered by an 1116cc overhead camshaft unit developing 55 b.h.p. driving the front wheels, the engine is designed to give the balance of fuel economy and performance that you need for everyday motoring.

As with all Fiat models, safety is a primary design feature. The 128 is constructed

to give maximum protection – burst-proof door locks, progressively deformable boot and bonnet sections, collapsible steering column and safety belt mountings for five people.

In addition, independent suspension on all four wheels, radial ply tyres, servo assisted brakes (discs on the front

wheels) and rear brake effort proportioning valve add to you safety.

Available with two or four doors.

128 Estate 1116cc and 1290cc

The estate is available with the 1116cc engine, as the saloon, or a new 1290cc engine as in the Special.

With its independent rear suspension with transverse leaf spring, the 128 makes an ideal estate car

–its flat rear floor gives an outstanding 44 cu.ft. of luggage space. It has most of the comfort and safety features of the saloon and is just right for those who want extra space for work, holidays, hobbies or just for the family pet.



128 Special 1290cc

Additional refinement in styling and equipment makes the Special version of the 128 ideal for those who want the economy of small saloon motoring but who wish to retain a high standard of luxury.

The overhead camshaft 1290cc engine develops 60bhp. This is coupled to a flat torque curve and gives the car good performance with economy.

Inside you enjoy looped pile carpets, reclining front seats trimmed in luxury cloth, cigarette lighter, padded

steering wheel, oddments tray on the floor, reversing lights electrically operated windscreen washers.

As with all the 128 range, the Special has gained a reputation for giving enjoyable motoring to many thousands.

The door mirror is not standard equipment.



128 Sport Coupé 1300SL

When you want performance, reliability and something a little out of the ordinary, the 128 Sport Coupé fills the bill with style.

The 1290cc engine gives sports car performance—a top speed of 100 m.p.h.

coupled with sparkling acceleration—and modest fuel consumption.

The interior is luxurious and attractive. There's a sports steering wheel, full carpeting, rake adjusting front seats, heated rear window and full instrumentation. There's very comfortable seating for four

and the boot capacity is more than 12 cu.ft.

An outstanding car with great sporting feel.

128 3p Berlinetta 1290cc

The new Fiat 128 3p Berlinetta combines the most significant features of a sports coupé, a saloon and an estate car. Its styling, performance and handling are qualities you would expect of a coupé, while the

spacious interior, ride comfort and versatility put the 3p in the saloon class.

With its large carrying capacity, which can be increased from 11.3 cu.ft. to a generous 32.4 cu.ft. when the rear seat is folded down, it has adaptability that is normally only found in estate cars. The 128 3p certainly has

plenty to offer.

The single overhead camshaft engine develops 72 b.h.p. and drives the front wheels. The 3p Berlinetta continues the reputation of the 128 Coupé of being one of the best handling front wheel drive cars ever produced, and is perfectly suited to people who really enjoy driving.





131 mirafiori 1300 saloon

A totally new concept from Fiat, the 131 mirafiori 1300 Saloon is more than just a reliable and attractive car, offering outstanding value for money.

The front-mounted 1297cc pushrod ohv engine drives the rear wheels through a 4-speed all synchromesh gearbox and gives lively and efficient performance with low running costs.

The compact body shell contains a luxurious interior with ample room to seat 5 adults in comfort, plus 14 cu.ft. of useable boot space. Modern and well-designed, the dashboard is fitted with easy-to-read instruments and finger tip controls.

The new 131 mirafiori – a car for those who are looking for style, reliability and economy.

Available with two or four doors.

The radio is not standard equipment.



131 mirafiori 1600 Special

The new 131 mirafiori 1600 Special is designed to the same high standards as the 1300 Saloon, and in addition offers extra performance and luxury.

For the motorist who wants more performance it

has a front-mounted 1585cc pushrod ohv engine which develops 75 b.h.p. It gives reliable, high performance with low running costs.

The 1600 Special is a luxuriously appointed car, the interior fittings really place it in the luxury car class. In addition to all the features of the 1300 Saloon, it has a high

precision quartz clock, illuminated controls and switches, and reading lights for the rear seat passengers.

GMS automatic transmission is available as an optional extra on 4-door models.

Available with two or four doors.

The radio aerial is not standard equipment.

131 mirafiori Estate 1300 & 1600 Special

The new 131 Estate has plenty to offer. With more than 40 cu. ft. of loading space when the rear seat is folded, it makes a practical utility vehicle, while at the same time it's an attractive

car with smooth, stylish lines.

There's a choice of a 1300 or 1600 Special engine. When fully loaded the 1300 can reach a top speed of 93mph and the 1600 Special can reach 100mph.

The spacious and comfortable interiors provide ample room for at least 5 adults plus luggage—perfect

for families, leisure motoring and holidays. You'll find it has all the interior features and luxury offered by the saloon versions.

A practical yet stylish car, which like all the 131's gives high performance with low running costs.



132 1800 GLS, 1600 GLS & 1600 GL.

The 132 GLS is designed to combine the need for comfort, performance, reliability and economy in modern motoring conditions.

The twin overhead

camshaft engines developing 98bhp and 111bhp respectively, giving a good blend of performance and economy. In addition the 5 speed gearbox on the GLS models enhances the high speed cruising and economy capability.

The interior is lavishly

trimmed, and has fully reclining cloth seats. The equipment includes heated rear window, full instrumentation, reading lights on the rear quarters, quartz crystal clock and a comprehensive heating and ventilation system. In addition the GLS models have

adjustable steering columns and a rev counter. GMS automatic transmission is available on the 1800 GLS.

As with all Fiats, both active and passive safety is an integral part of the design. The deformable front and rear body structures are complemented by good

roadholding and independent circuit four wheel disc brakes.

All these features with the modern styling make the 132 outstanding value for money in an extremely competitive class.

Illustrations are of the GLS.

The radio aerial is not standard equipment.



130 Saloon 3,235cc

The 130 is a luxurious saloon designed to achieve the ultimate in luxury cars.

Comfort is impeccable, with seating designed to give the utmost support and relaxation for five people however long the journey, plus a wide range of seating

and steering wheel adjustments for the driver.

The 130 has a V6, 3,235cc 165bhp engine. Everything about the car is relaxed, even at sustained speeds of over 110mph.

Standard equipment includes automatic transmission, power assisted steering and alloy wheels.

The interior is sound-proofed and lavishly equipped and is unrivalled by any competitive car.



130 Coupé 3,235cc

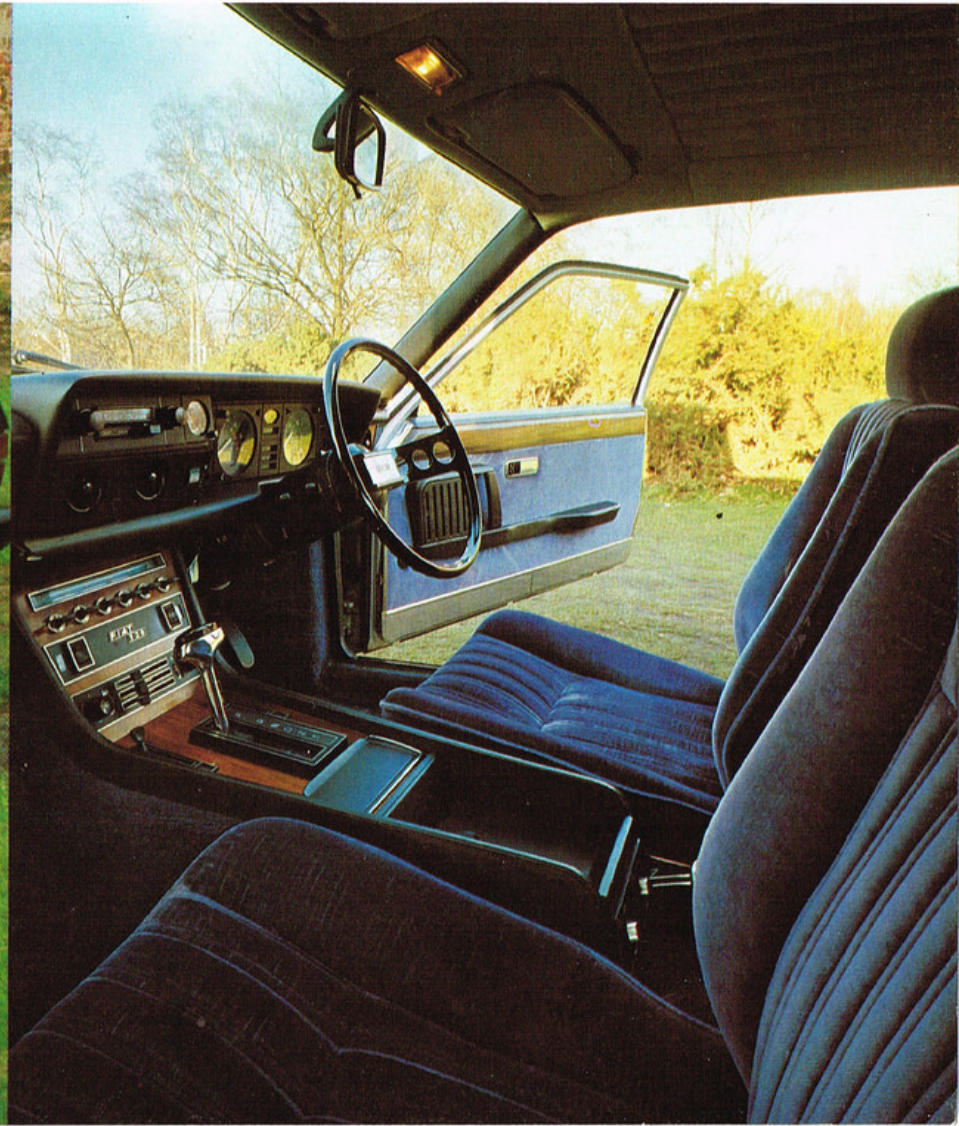
A car that's admired throughout the world, the 130 Coupé is the ultimate in the Fiat range.

Beautifully designed by Pininfarina the Coupé is similar, in all but body shape, to the Saloon.

Its clean lines have a

distinguished rarity and the interior lives up to the most demanding expectations.

An expensive and beautiful car, the 130 Coupé is a classic.



Anti Rust Programme

The constant Fiat programme of research and development has led to the development of one of the most sophisticated paint processes.

This process starts with the degreasing and phosphating of the bare metal shell, followed by electrophoretic immersion and then the primer coat. This is followed by undercoat and only then is the shell ready for the final coat. In addition all doors and box sections are injected with a special wax.

After many severe tests we are thoroughly satisfied with the resistance of our cars under the most extreme weather conditions.

The anti rust programme relates to most of the painted parts of all Fiat cars. For further details of the extensive rust proofing, and the terms of the programme please ask your Fiat Dealer.

Fiat Service

Wherever Fiat cars go, Fiat service goes too.

With highly qualified technicians and the best tools and equipment, the organisation will always endeavour to maintain your car in good condition and to provide rapid assistance at reasonable cost. The Fiat warranty, within its stated terms, covers both materials and labour of all new Fiat cars and applies for an unlimited mileage for six months after purchase. The Fiat parts factory in Turin distributes to more than 12,000 Fiat Service Centres throughout the world.

The cars shown in this brochure are made in Italy with the exception of the 133 which is made in Spain.

The information contained in this brochure was accurate at the date of going to press, September 1975. Fiat however, reserves the right, while preserving the essential

characteristics of the models described and illustrated to introduce at any time modifications, changes of detail, equipment or accessories as may be considered necessary to improve the models described. Every endeavour will be made to bring the brochure up to date from time to time but in order to avoid any misunderstanding any person interested should enquire of Fiat or of a Fiat Distributor or Dealer as to whether there has been any material alterations, since the date of the issue of this brochure.



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