

SPORTS CARS

1899-1974

FIAT

75th ANNIVERSARY

1899-1974

The history of FIAT has precisely paralleled the progress of the 20th Century — both in time and technology. FIAT was founded in 1899 — and for 75 years, FIAT scientists, engineers and designers have been pioneering advancement in a range of fields that includes passenger cars, metallurgy, commercial vehicles, tractors, railroad equipment, aerospace and nuclear energy.

No single development in this era has had more impact and influence on modern society than the automobile. And no single manufacturing firm has made a greater contribution to automotive engineering or has shown more foresight in fulfilling the tremendous demand for motor cars than FIAT. In this long span of leadership, one of the most significant chapters has been the record of FIAT in the field of racing and sports car design.

This 75th Anniversary brochure introduces you to the FIAT Sports Cars of today — and reviews the milestones of the eventful years that are their heritage.

America
discovers
FIAT

IN
8

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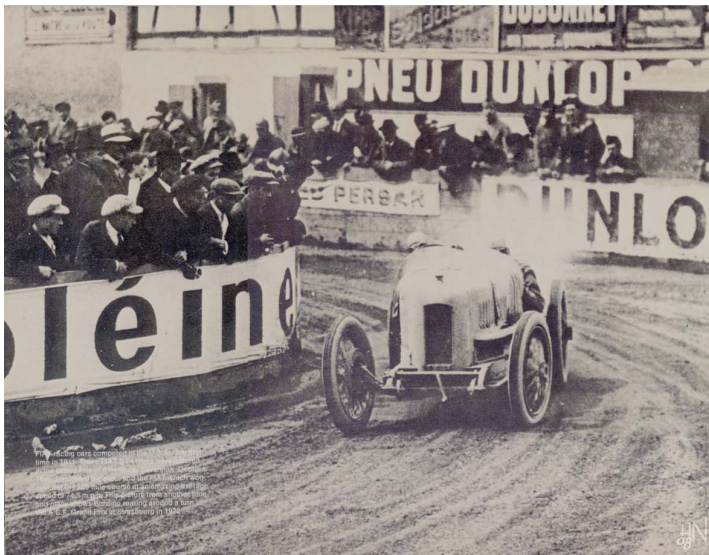
FIAT 124 Sport Coupe — the magnificent merger of true sports car performance and luxurious family sedan function. And it's a perfect combination — not a compromise. The elegance of its styling expresses your excellent taste. The richness and practicality of the spacious interior confirm your sound judgment. And when this thoroughbred is in motion, you'll know the emotion of pure sports car excitement — 1756 cc. twin overhead cam engine, 5-speed transmission, console mounted stick shift, electronic tachometer, disc brakes on all four wheels, radial-ply tires, instant response, total control. There are few cars in the world that are even similar to it. There are none in its price range. Discover a dynamic car for a spirited family — the FIAT 124 Sport Coupe.

FIAT
124
SPORT
COUPE



Coming or going, the lines of the distinctive 124 Sport Coupe design make it evident that FIAT excels in styling as well as engineering.





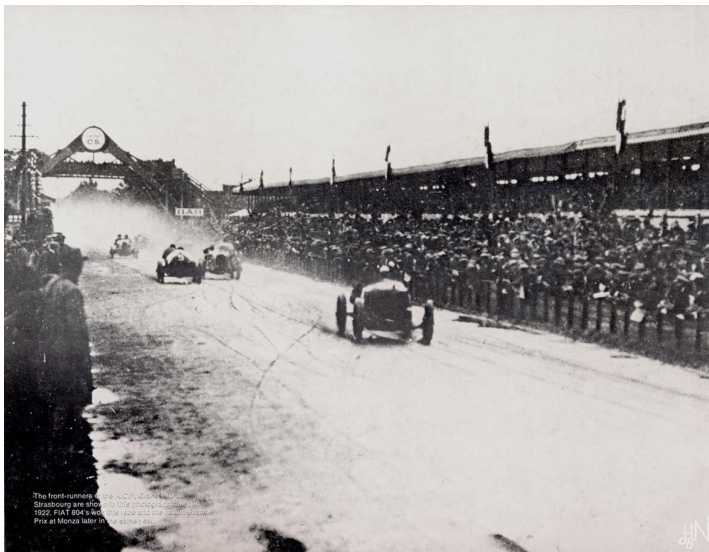
FIAT 124 Sport Spider. This is a sports car with a present and a future. Built to perform with power and precision; styled by master-designer Pininfarina to endure as a classic. It has only one conservative feature: its moderate price. To drive it is to know the full meaning and measure of the total sports car experience. A 1756 cc. twin overhead cam engine teamed with a 5-speed synchromesh transmission delivers a cyclonic surge of power to the radial-ply tires in touch and in tune with the road. The steering and stick shift respond instantly. The electronic tachometer reports accurately. And you command the performance surrounded by the rich wood grain, luxurious bucket seats and complete instrumentation of a genuine sports car cockpit. Disc brakes on all four wheels are standard equipment. Discover the FIAT 124 Sport Spider — and let it transport you into a new way of living.



The control center of a performance machine par excellence. The dash panel, directly in front of the driver, houses a full complement of exact instruments. The speedometer with trip recording odometer and the electronic tachometer are encircled by matte black bezel rings and recessed for instant reading.



FIAT
124
SPORT SPIDER



A car can make a statement. This one has plenty to say. About you. Elegance and action colour totally in this sleek, modern-day interpretation of the genuine GT tradition. And it has a third dimension that no one will ever suspect: Economy. The styling is a restrained fusion of balanced contours — the sweeping tender line, the chopped tail, the spoiler effect rear deck, the fastback profile. The interior is a rich ensemble of thick carpeting, luxurious bucket seats, sports console, padded steering wheel and full instrumentation. The performance credentials are complete: 1290 cc. rally-winning engine, front wheel drive, 4-speed synchromesh transmission, independent suspension, front disc brakes, rack and pinion steering, radial-ply tires. Select a life style — any life style. Then discover the car that fits it perfectly.

FIAT 128 Sport L Coupe

The interior of the FIAT 128 Sport L Coupe is more than strikingly luxurious; it's amazingly spacious as well. The engine is mounted transversely — leaving fully 80% of the total area inside for passenger and luggage room.

FIAT 128 SPORT L COUPE



FIAT X1/9. The car of the future. Now. It is the product of three quarters of a century of FIAT experience and excellence. No car in its class has ever been accorded a more approving reception by independent experts. Every major motor car publication has reviewed it, acclaimed it and recommended it not only as a resounding styling success, but as an impressive performer and a superlative value as well. Here are the facts — for your own appraisal: Mid-engine — a 1200 cc. inline 4 mounted transversely; 4-speed fully synchromeshed transmission; unit chassis and body including roof-rollbar structure; rack and pinion steering; disc brakes on all wheels; complete instrumentation; removable roof. And then there is the look of the FIAT X1/9 — far advanced, innovative, provocative, striking, seductive. The body is the creation of Nuccio Bertone, the designer of many of the most renowned and respected sports cars in the world. Discover a new star of the first magnitude. Discover the brilliant FIAT X1/9.

FIAT
X1/9







The Fiat emblem has been redesigned many times. But it has always had the same meaning: Leadership in automotive engineering.

America discovers Fiat-
the biggest selling car in Europe.

