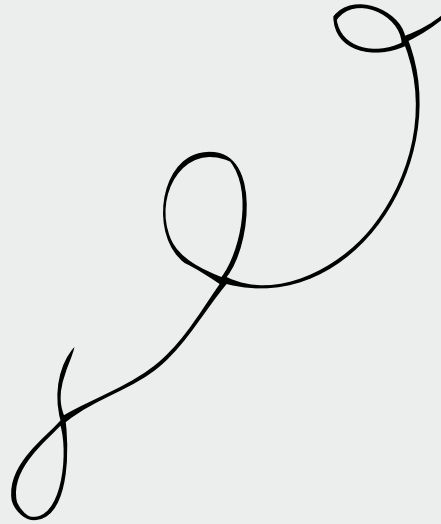
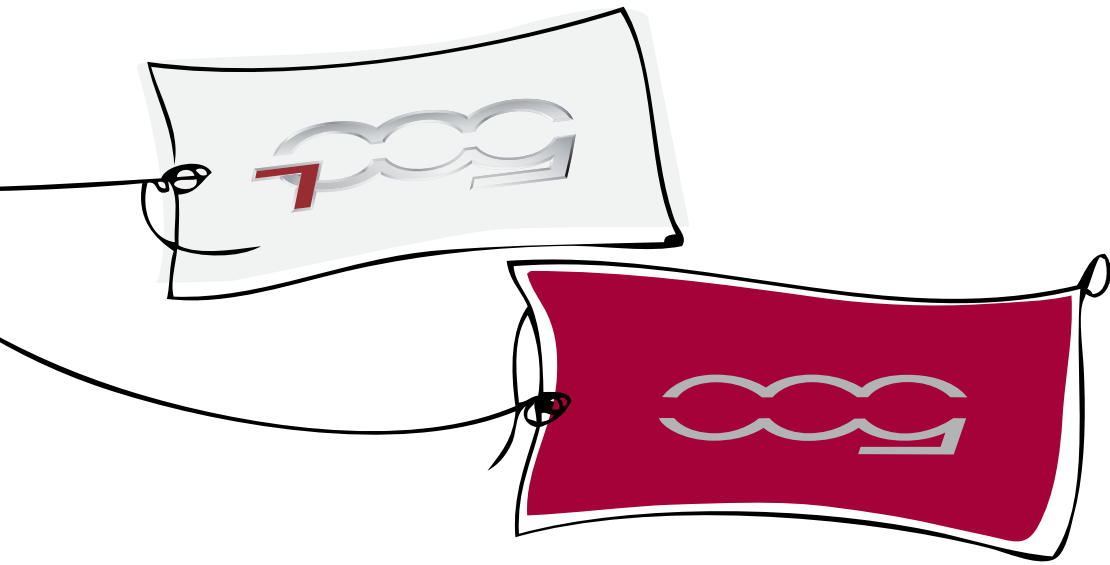


MERCHANDISING



MERCHANDISING

Il carattere allegro e distintivo di Fiat si trasferisce su una vasta gamma di oggetti e accessori per offrire una collezione preziosa e divertente, pensata per farti vivere ogni giorno il lifestyle Fiat. Vieni a scoprirla in tutte le migliori Concessionarie Fiat.

Fiat's distinctive and fun personality is conveyed to a wide assortment of objects and accessories to offer a precious and entertaining collection, designed for you to enjoy the Fiat lifestyle, day in day out. Come and discover it at all the best Fiat Dealers.

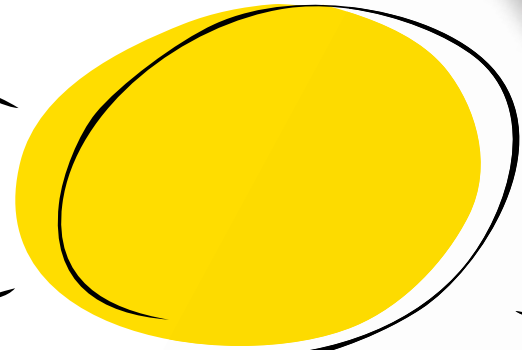
Clothing

Accessories

Vintage line



Clothing



T-SHIRT DONNA PAILLETTE | LADIES' SEQUIN T-SHIRT

50907359	tg. S - size S
50907360	tg. M - size M
50907361	tg. L - size L

T-SHIRT UOMO | MEN'S T-SHIRT

50907368	tg. M - size M
50907369	tg. L - size L
50907370	tg. XL - size XL
50907371	tg. XXL - size XXL

T-SHIRT UOMO | MEN'S T-SHIRT

50907372	tg. M - size M
50907373	tg. L - size L
50907374	tg. XL - size XL
50907375	tg. XXL - size XXL

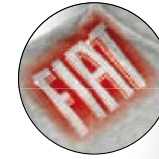
POLO UOMO | MEN'S POLO SHIRT

50907351 tg. M - size M
50907352 tg. L - size L
50907353 tg. XL - size XL
50907354 tg. XXL - size XXL



POLO DONNA SWAROVSKI | LADIES' SWAROVSKI POLO SHIRT

50907362 tg. S - size S
50907363 tg. M - size M
50907364 tg. L - size L



FELPA DONNA SWAROVSKI | LADIES' SWAROVSKI SWEAT SHIRT

50907365 tg. S - size S
50907366 tg. M - size M
50907367 tg. L - size L



FELPA UOMO | MEN'S SWEATSHIRT

50907355 tg. M - size M
50907356 tg. L - size L
50907357 tg. XL - size XL
50907358 tg. XXL - size XXL



Clothing

GIUBBOTTO UOMO | MEN'S JACKET

50907239 tg. M - size M
50907240 tg. L - size L
50907241 tg. XL - size XL

GIUBBOTTO DONNA | LADIES' JACKET

50907245 tg. S - size S
50907246 tg. M - size M
50907247 tg. L - size L

FELPA DONNA | LADIES' SWEATSHIRT

50907186 tg. S - size S
50907187 tg. M - size M
50907188 tg. L - size L

FELPA UOMO | MEN'S SWEATSHIRT

50907192 tg. M - size M
50907193 tg. L - size L
50907194 tg. XL - size XL
50907195 tg. XXL - size XXL

Accessories



PENNA “MOKINA” | “MOKINA” PEN
50907249



KIT 10 PENNE | SET OF 10 PENS
50906997



PENNA IN ARGENTO “AURORA”
“AURORA” SILVER PEN
50906449



FERMACARTE | PAPER WEIGHT
50906447



USB 4GB | 4GB USB
50907284



MODELLINO PANDA | MODEL PANDA
50907475 - Kit 24 pz. - Set of 24 pcs.
(1:43)



MODELLINO GRANDE PUNTO | MODEL GRANDE PUNTO
50906282 - Kit 24 pz. - Set of 24 pcs.
(1:43)



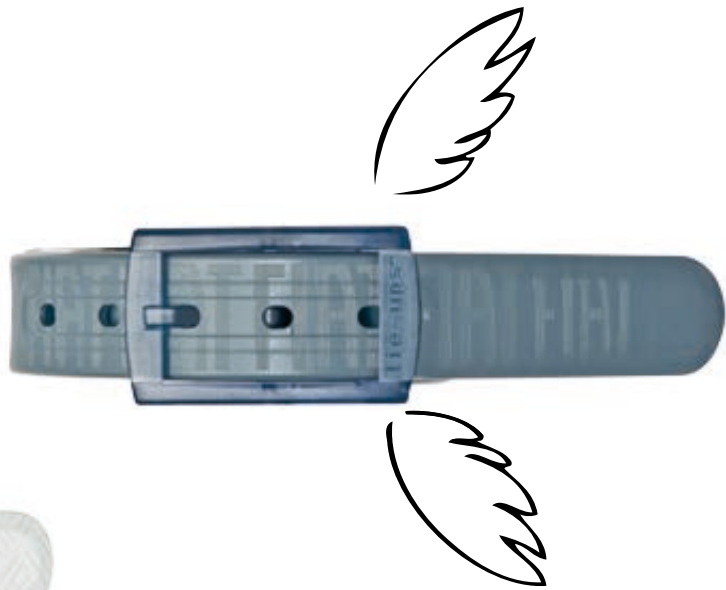
MODELLINO PUNTO EVO | MODEL PUNTO EVO
50906987 - Kit 24 pz. - Set of 24 pcs.
(1:43)



KIT PINS COLLEZIONE
MARCHI FIAT | SET OF FIAT BRAND
COLLECTORS’ PINS
5913732 - 12 pz. - 12 pcs.
5913713 - 11 pz. - 11 pcs.
Foto non disponibile - Photo not available

CINTURE IN GOMMA | RUBBER BELT

50907180 - Bianco - White
50907179 - Grigio - Gray



OROLOGIO AL QUARZO | QUARTZ WATCH

50906367 - Ghiera blu - Blue bezel
50906368 - Ghiera rossa - Red bezel



KIT NUOVI LOGHI PER VETTURE
SET OF NEW CAR LOGOS

50906448 - Dim. 50"
50906454 - Dim. 65"



PORTA BADGE | BADGE LANYARD

50907478



BORSA/ZAINO | BAG/BACKPACK

50907244 - Dim. 45x33x6 cm



Accessories

Accessories



CAPPELLINI | BASEBALL CAPS

50907185 - Bianco - White
50907169 - Rubino - Ruby red



GEMELLI | CUFFLINKS

50907567



DISTINTIVO | BADGE

50906452



OMBRELLO
PIEGHEVOLE | POCKET
UMBRELLA

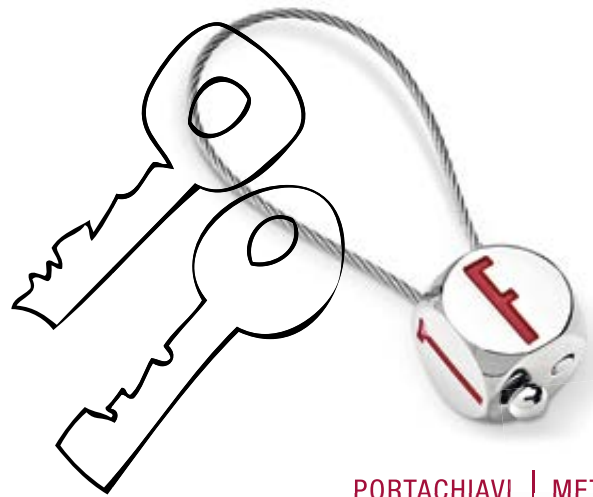
50907183



PORTACELLULARI | MOBILE PHONE CASES

50907182 - Kit 3 pz. - Set of 3 pcs.

Accessories



PORTACHIAVI
IN METALLO | METAL
KEY RING
50907181



PORTACHIAVI
IN METALLO | METAL
KEY RING
50906459



MOUSEPAD | MOUSE PAD
50907568



BICI TREKKING | TREKKING BIKE
50906895

MUG BIANCO
IN PLATINO SPECCHIATO | WHITE MUG
IN MIRROR-FINISH PLATINUM
50906469



MUG FIAT ROSSO RUBINO | RUBY RED FIAT MUG
50906468

Vintage Line



FELPA SWEATSHIRT

50907580 tg. S - size S
50907581 tg. M - size M
50907582 tg. L - size L
50907583 tg. XL - size XL
50907584 tg. XXL - size XXL



CARTELLA IN FELTRO FELT SATCHEL

50907586 - Dim 45x34x30 cm



COFANETTO FIAT 1100 FIAT 1100 CASE

50907587



POLO POLO

50907575 tg. S - size S
50907576 tg. M - size M
50907577 tg. L - size L
50907578 tg. XL - size XL
50907579 tg. XXL - size XXL



CAPPELLINO BASEBALL CAP

50907574



CINTURA BELT

50907585

Mefistofele

KIT MATITE + TEMPERINO MEFISTOFELE
SET OF MEFISTOFELE PENCILS + PENCIL SHARPENER

50907339



KIT 2 PENNE LENTICOLARI
SET OF 2 BALLPOINT PENS

50907338



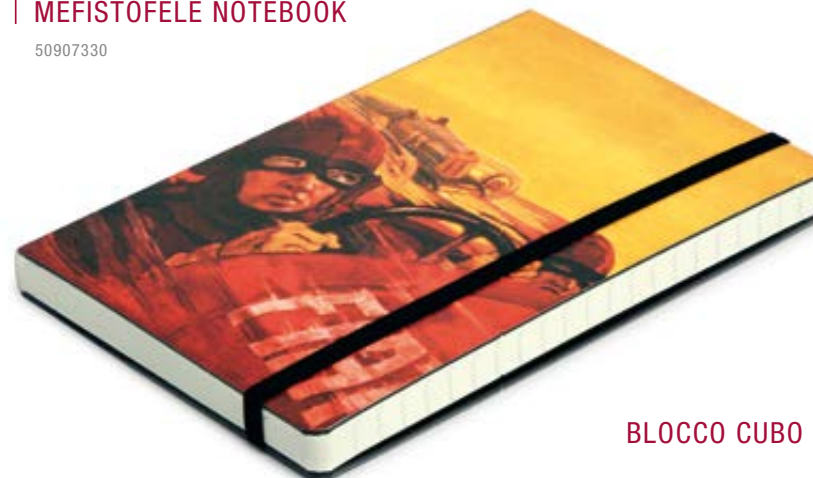
MOUSEPAD MEFISTOFELE | MEFISTOFELE NOTEPAD

50907340



BLOCK NOTES MEFISTOFELE
MEFISTOFELE NOTEBOOK

50907330



MUG MEFISTOFELE | MUG MEFISTOFELE

50907341



USB MEFISTOFELE 8GB | MEFISTOFELE 8GB USB

50907336



BLOCCO CUBO MEFISTOFELE | MEFISTOFELE NOTEBOOK

50907337



Vintage Line

ku

Vintage Line



**T-SHIRT DONNA MEFISTOFELE
MEFISTOFELE LADIES' T-SHIRT**

50907307 tg. S - size S
50907308 tg. M - size M
50907309 tg. L - size L



**T-SHIRT UOMO MEFISTOFELE
MEFISTOFELE MEN'S T-SHIRT**

50907303 tg. M - size M
50907304 tg. L - size L
50907305 tg. XL - size XL
50907306 tg. XXL - size XXL



**T-SHIRT UOMO MEFISTOFELE
MEFISTOFELE MEN'S T-SHIRT**

50907299 tg. M - size M
50907300 tg. L - size L
50907301 tg. XL - size XL
50907302 tg. XXL - size XXL



**FELPA MEFISTOFELE
MEFISTOFELE SWEATSHIRT**

50907315 tg. L - size L
50907316 tg. XL - size XL
50907317 tg. XXL - size XXL



**PANTALONE MEFISTOFELE
MEFISTOFELE PANTS**

50907318 tg. M - size M
50907319 tg. L - size L
50907320 tg. XL - size XL
50907321 tg. XXL - size XXL



**FELPA MEFISTOFELE
MEFISTOFELE SWEATSHIRT**

50907311 tg. L - size L
50907312 tg. XL - size XL
50907313 tg. XXL - size XXL

Mefistofele

Mefistofele



PORTACHIAVI MEFISTOFELE
MEFISTOFELE KEY RING

50907329



GUANTI DA GUIDA MEFISTOFELE
MEFISTOFELE DRIVING GLOVES

50907328



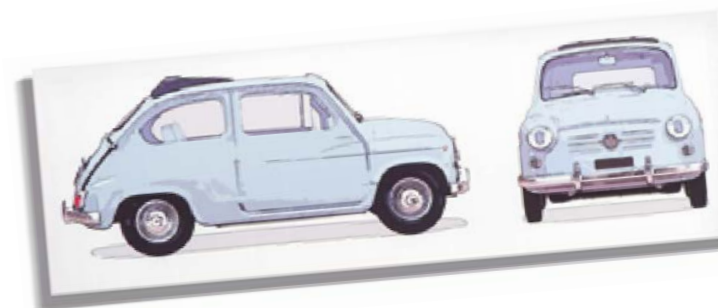
GILET MEFISTOFELE | MEFISTOFELE WAISTCOAT

50907322 tg. M - size M
50907323 tg. L - size L
50907324 tg. XL - size XL
50907325 tg. XXL - size XXL



CAPPELLO MEFISTOFELE
MEFISTOFELE BASEBALL CAP

50907327



STAMPA FIAT 600
FIAT 600 PRINT

50907521 - Dim. 100x30 cm



STAMPA FIAT 1100
FIAT 1100 PRINT

50907523 - Dim. 100x30 cm



STAMPA FIAT 600 MULTIPLA
FIAT 600 MULTIPLA PRINT

50907522 - Dim. 100x30 cm

Vintage Line



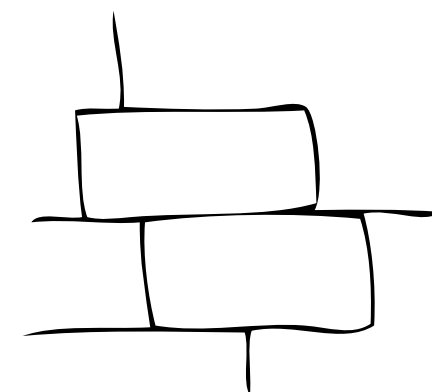
STAMPA FIAT TOPOLINO
FIAT TOPOLINO PRINT

50907520 - Dim. 100x30 cm



STAMPA FIAT BALILLA
FIAT BALILLA PRINT

50907519 - Dim. 100x30 cm





Il carattere allegro e distintivo di 500 e 500L si trasferisce su una vasta gamma di oggetti e accessori per offrire una collezione preziosa e divertente, pensata per farti vivere ogni giorno il lifestyle 500. Vieni a scoprirla in tutte le migliori Concessionarie Fiat.

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500
Clothing



T-SHIRT UOMO
MEN'S T-SHIRT

50907437	tg. M - size M
50907438	tg. L - size L
50907439	tg. XL - size XL
50907440	tg. XXL - size XXL



T-SHIRT UOMO
MEN'S T-SHIRT

50907441	tg. M - size M
50907442	tg. L - size L
50907443	tg. XL - size XL
50907444	tg. XXL - size XXL

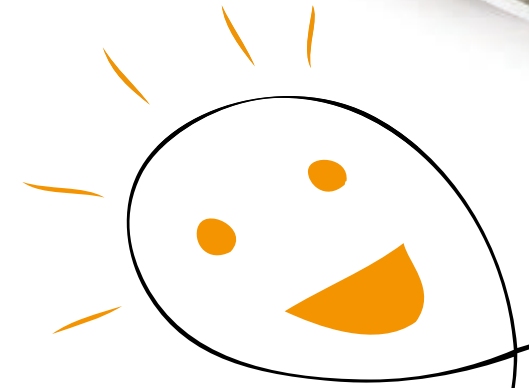
T-SHIRT UOMO
MEN'S T-SHIRT

50907445	tg. M - size M
50907446	tg. L - size L
50907447	tg. XL - size XL
50907448	tg. XXL - size XXL



T-SHIRT UOMO
MEN'S T-SHIRT

50907449	tg. M - size M
50907450	tg. L - size L
50907451	tg. XL - size XL
50907452	tg. XXL - size XXL



500
Clothing



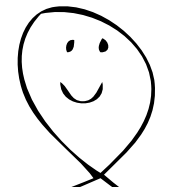
T-SHIRT DONNA SWAROVSKI
LADIES' T-SHIRT SWAROVSKI

50907453 tg. S - size S
50907454 tg. M - size M
50907455 tg. L - size L



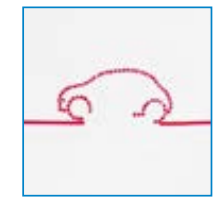
T-SHIRT DONNA SWAROVSKI
LADIES' T-SHIRT SWAROVSKI

50907459 tg. S - size S
50907460 tg. M - size M
50907461 tg. L - size L



T-SHIRT DONNA SWAROVSKI
LADIES' T-SHIRT SWAROVSKI

50907456 tg. S - size S
50907457 tg. M - size M
50907458 tg. L - size L



T-SHIRT DONNA SWAROVSKI
LADIES' T-SHIRT SWAROVSKI

50907462 tg. S - size S
50907463 tg. M - size M
50907464 tg. L - size L





T-SHIRT UOMO
MEN'S T-SHIRT

50907491	tg. M - size M
50907492	tg. L - size L
50907493	tg. XL - size XL
50907494	tg. XXL - size XXL



T-SHIRT UOMO
MEN'S T-SHIRT

50907499	tg. M - size M
50907500	tg. L - size L
50907501	tg. XL - size XL
50907502	tg. XXL - size XXL



T-SHIRT UOMO
MEN'S T-SHIRT

50907495	tg. M - size M
50907496	tg. L - size L
50907497	tg. XL - size XL
50907498	tg. XXL - size XXL



T-SHIRT UOMO
MEN'S T-SHIRT

50907503	tg. M - size M
50907504	tg. L - size L
50907505	tg. XL - size XL
50907506	tg. XXL - size XXL

T-SHIRT DONNA SWAROVSKI
LADIES' T-SHIRT SWAROVSKI

50907507 tg. S - size S
50907508 tg. M - size M
50907509 tg. L - size L



Clothing

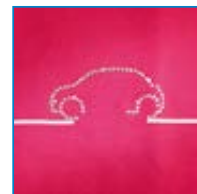
T-SHIRT DONNA SWAROVSKI
LADIES' T-SHIRT SWAROVSKI

50907513 tg. S - size S
50907514 tg. M - size M
50907515 tg. L - size L



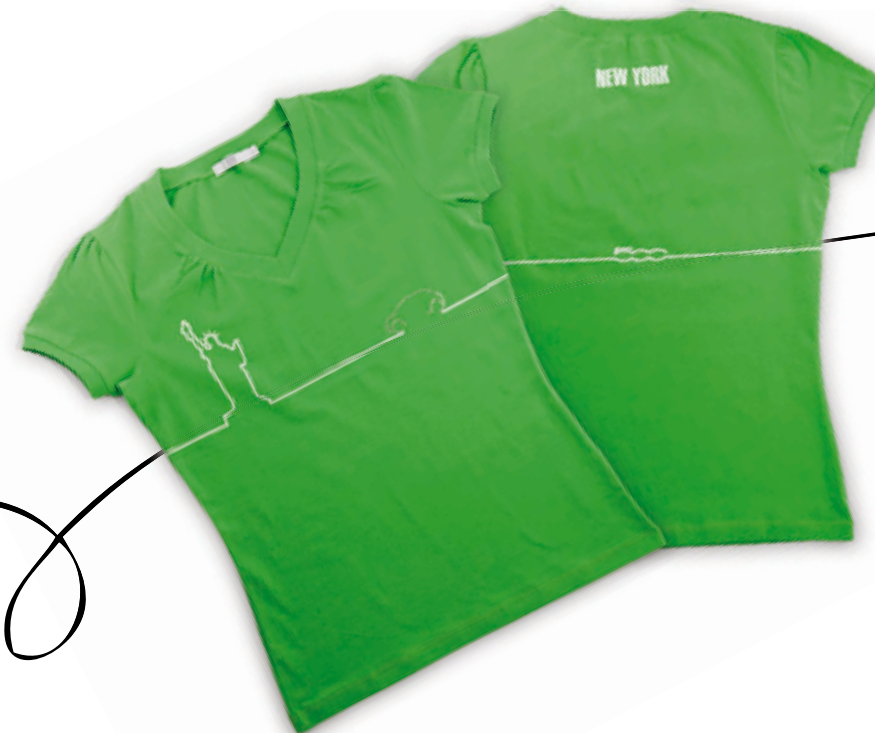
T-SHIRT DONNA SWAROVSKI
LADIES' T-SHIRT SWAROVSKI

50907510 tg. S - size S
50907511 tg. M - size M
50907512 tg. L - size L



T-SHIRT DONNA SWAROVSKI
LADIES' T-SHIRT SWAROVSKI

50907516 tg. S - size S
50907517 tg. M - size M
50907518 tg. L - size L



Accessories



BORSONI IN PLURIBALL BUBBLE WRAP HOLDALLS

- 50907253 - Marrone con manici arancione - Dim. media 30x23x55 cm
Brown with orange handles - Medium size 30x23x55 cm
5090725 - Verde con manici blu - Dim. maxi 33x26x60 cm
Green with blue handles - Max size 33x26x60 cm



BORSA IN PLURIBALL BUBBLE WRAP HOLDALLS

- 50907254 - Viola con manici e finiture blu - Purple with blue handles and trims
Dim. 32x12x40 cm
50907255 - Bianco con manici arancione - White with orange handles and trims
Dim. 32x12x40 cm

BORSA IN PLURIBALL BUBBLE WRAP HOLDALLS

- 50907256 - Bluette con manico e finiture in contrasto
Bluette with contrasting handles and trims
Dim. 24x12x37 cm
50907257 - Verde con manico e finiture in contrasto
Green with contrasting handles and trims
Dim. 24x12x37 cm



BORSA
BAG
50906988



PORTACHIAVI
KEY RING
50906995



MOUSE WIRELESS CON ROTELLA
WIRELESS BALL MOUSE
50906961



PENDAGLIETTO MIX COLORI
MIXED COLOUR PENDANT
50906850 - Kit 36 pz. - Set of 36 pcs.

PORTAFOGLI
PURSE
50906994



PENNA
PEN
50907292



USB 4GB
4GB USB
50906524



GEMELLI
TWINS

50906918 - Tricolore - Tricolor
50906460 - Rossi - Red

Accessories

Accessories



**ZAINO GRIGIO
GREY BACKPACK**
50907482 - Dim. 48x45x6 cm

**ZAINO ROSSO
RED BACKPACK**
50907481 - Dim. 48x45x6 cm



**BORSA
BAG**

- 50907484 - Grigia - Grey
Dim. 49x39x6,5 cm
- 50907483 - Rossa - Red
Dim. 49x39x6,5 cm



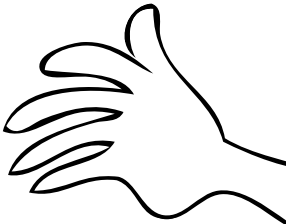
**TRACOLLA MEDIA
MEDIUM SHOULDER BAG**

- 50907485 - Tracolla Rossa - Red shoulder bag
Dim. - 42x35x6,5 cm
- 50907486 - Tracolla Grigia - Grey shoulder bag
Dim. - 42x35x6,5 cm



**TRACOLLA PICCOLA
SMALL SHOULDER BAG**

- 50907487 - Tracolla Rossa - Red shoulder bag
Dim. 26x19x6,5 cm
- 50907488 - Tracolla Grigia - Grey shoulder bag
Dim. 26x19x6,5 cm



Accessories



ZAINO RIGIDO CON STICKERS
RIGID BACKPACK WITH STICKERS

50907243 - Rosso - Red
 Dim. 40x27x20 cm
 50907283 - Bianco - White
 Dim. 40x27x20 cm

OMBRELLO
UMBRELLA

50907184

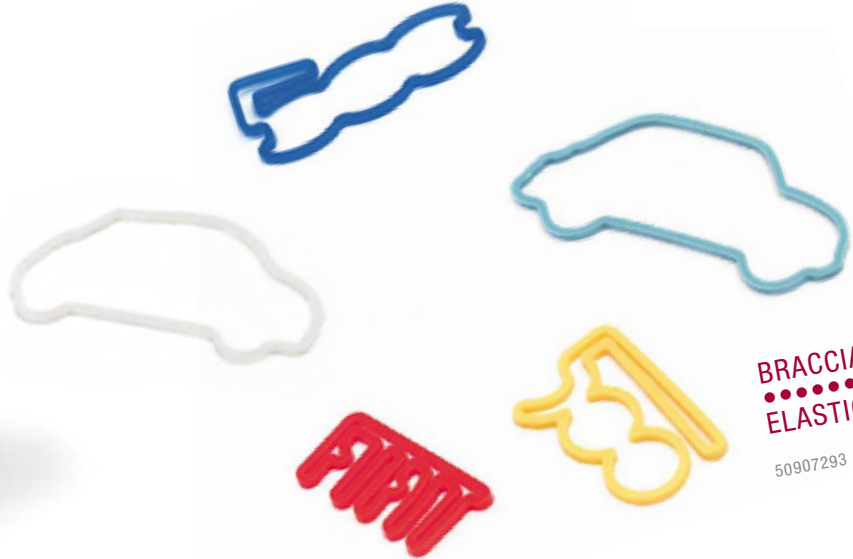


PORTA PC
LAPTOP BAG

50907489 - Dim. 37x27x5 cm

BORSA PORTA PC
LAPTOP BAG

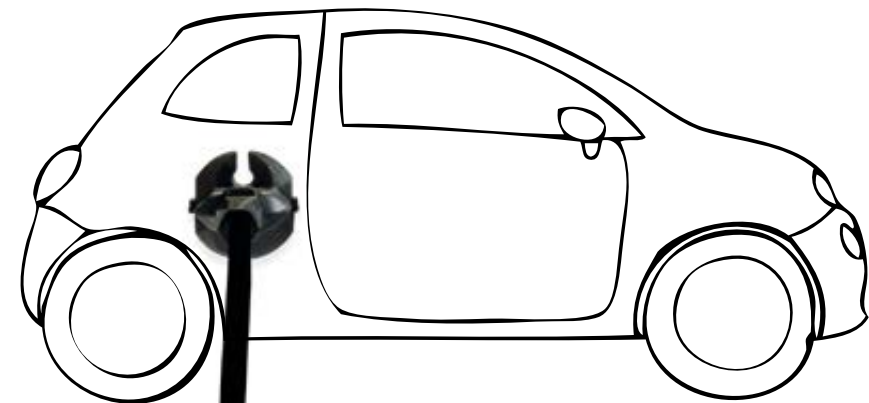
50906848 - Dim. 37x27x5 cm



BRACCIALETTI ELASTICI
ELASTIC BRACELETS

50907293 - Kit 5 pz mix forme - Set of 5 different shapes





MOKA ELETTRIKA
ELECTRIC COFFEE MAKER
50907291 - Nera - Black



Accessories



CINTURA IN GOMMA
UOMO DOUBLE FACE
MEN'S DOUBLE-SIDED
RUBBER BELT

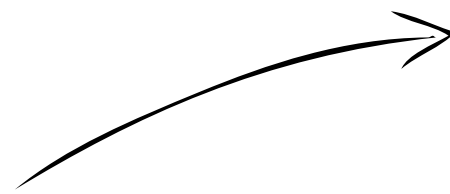
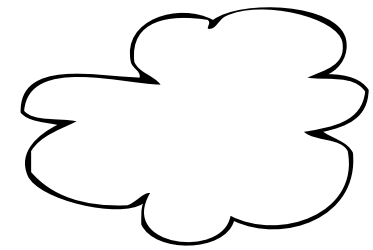
50907332 - Blu/Marrone - Blue/Brown
50907333 - Nero/Grigio - Black/Grey
50907334 - Bianco/Bordeaux - White/Burgundy



CINTURA IN GOMMA
DONNA DOUBLE FACE
LADIES' DOUBLE-SIDED
RUBBER BELT
50907335 - Rosso/Beige - Red/Beige



500
Accessories



BICI POP
POP BICYCLE
50906851



BICI LOUNGE
LOUNGE BICYCLE
50906852

BICI POP/LOUNGE PIEGHEVOLE
CON TELAIO IN ALLUMINIO
POP/LOUNGE FOLDING BICYCLE
WITH ALUMINIUM FRAME
Dim. chiusa - Size when folded 78x58x34 cm



AUTOBIMBI ELETTRICA
.....
CHILDREN'S ELECTRIC CAR
50906529 - Gialla - Yellow



AUTOBIMBI A PEDALI
.....
CHILDREN'S PEDAL CAR
50906528 - Bianca - White



MODELLINO 500
.....
MODEL 500
50906479 - Rossa - Red - (1:18)
50906480 - Nera - Black - (1:18)
50906503 - Nero sport - Black sport - (1:18)
Foto non disponibile - Photo not available



MODELLINI 500C
.....
MODEL 500C
50906960 - Kit 24 pz. - Set of 24 pcs. - (1:43)
50906963 - Con grafiche - With graphics - Kit 24 pz. - Set of 24 pcs. - (1:43)



MODELLINO 500 RADIOCOMANDATO
.....
RADIO-CONTROLLED MODEL 500
5906728 - (1:20)

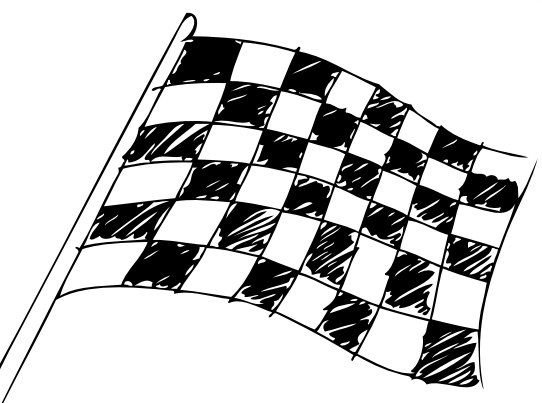


MODELLINI 500
.....
MODEL 500
50906476 - Kit 4 pz. - Set of 4 pcs. - (1:87)



MODELLINI 500C
.....
MODEL 500C
50906964 - Kit 4 pz. - Set of 4 pcs. - (1:87)

500 Accessories



Accessories

BORSA LOUNGE GRANDE
LARGE LOUNGE HANDBAG
50907569 - Blu/Blue - Dim. 45x22x20 cm



TROUSSE
MAKE-UP BAG
50907570 - Blu/Blue - Dim. 24x11x8 cm



PORTAFOGLI
PURSE
50907572 - Azzurro/Cyan - Dim. 19x10 cm



BORSA LOUNGE MEDIA
MEDIUM LOUNGE HANDBAG
50907571 - Azzurro/Cyan - Dim. 35x20x17 cm

BORSA LOUNGE PICCOLA
SMALL LUNGE HANDBAG
50907573 - Giallo/Yellow - Dim. 27x19x14 cm



 Vintage Line

BORSE SHOPPER
SHOPPER BAGS

50907470 - Kit 2 pz. - Set of 2 pcs. - Dim. 35x32x11 cm



PENNA TRICOLORE
PULSANTE CAMBIO
ITALIAN FLAG GEAR
KNOB PEN

50907348 - Kit. 3 pz. - Set of 3 pcs.



BRACCIALE
BRACELET

50906996



PORTACHIAVI
KEY RING

50907349 - Kit 6 pz. - Set of 6 pcs.



PORTACHIAVI
KEY RING

50907350 - Kit 6 pz. - Set of 6 pcs.





MUSETTO 500 DA PARETE CON ILLUMINAZIONE
WALL-MOUNTED 500 FRONT NOSE WITH LIGHTING

50907474 - Dim. 117x47x22 cm
Peso kg. 8 - Weight in kg. 8



COVER iPhone®
iPhone® COVER

50907468 - Kit 4 pz. - Set of 4 pcs.



CALENDARIO
CALENDAR

50907469 - Dim. 27x37 cm

Vintage Line

USB 4GB
4GB USB

50907471



OROLOGIO SVEGLIA
ALARM CLOCK

50907347 - Dim. 8x12,5x6 cm



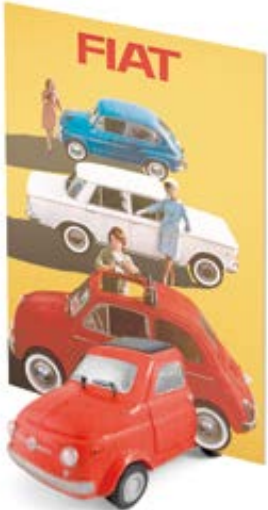
- tic
- tac
- tic
- tac

Vintage Line ⁵⁰⁰

OROLOGIO DA PARETE
WALL CLOCK
50906440 Ø 32 cm
50906444 Ø 16 cm



PORTAFOTO
PHOTO FRAME
50907472 - Kit 3 pz. - Set of 3 pcs.
Dim. 13x7x7



MOUSE
MOUSE
50906962



CARTOLINE LATTA
TIN POSTCARDS
A) 50906431
B) 50906432
Dim. 15x20 cm



MAGNETI
MAGNETS
50907434 - Kit 7 pz. - Set of 7 pcs. - Dim. 5x8 cm

A

B

Clothing



T-SHIRT DONNA PAILLETTE LADIES' SEQUIN T-SHIRT

50907550 tg. S - size S
50907551 tg. M - size M
50907552 tg. L - size M

T-SHIRT UOMO MEN'S UOMO

50907553 tg. S - size S
50907554 tg. M - size M
50907555 tg. L - size L
50907556 tg. XL - size XL
50907557 tg. XXL - size XXL

4GB USB ULTRASOTTILE 4GB ULTRA SLIM USB

50907534



Hello



COVER iPhone® iPhone® COVER

50907535

Accessories



4GB USB 4GB USB

50907533

PORTA BADGE CON USB 4GB BADGE LANYARD WITH 4GB USB

50907545 - Foto non disponibile - Photo not available

KIT NOTES
NOTEBOOK SET
50907543 - 3 notes + 3 penne
3 notebooks + 3 pens



CARICATORE CELLULARE SOLARE
SOLAR-POWERED MOBILE PHONE CHARGER
50907532 - Mix colori - Mixed colours



KIT 3 CONTENITORI TERMICI
SET OF THERMOS FLASKS
50907548

Accessories



DISCO ORARIO
PARKING DISC
50907547

MUG
MUG
50907564



Accessories

OMBRELLO PIEGHEVOLE
POCKET UMBRELLA
50907539

BORSA UNISEX
UNISEX BAG
50907538 Dim. 37x28x7 cm

OMBRELLO MAXI
LARGE UMBRELLA
50907540

PORTACHIAVI FELTRO
FELT KEY RING
50907546

TROLLEY RIGIDO
RIGID TROLLEY CASE
50907536 - Dim. 49x34x20 cm



KIT OMBRELLO DA COLORARE + 6 PENNARELLI
SET OF UMBRELLA + 6 FELT TIP PENS
50907541



KIT QUADERNO DA COLORARE + 6 PENNARELLI
SET OF COLOURING BOOK + 6 FELT TIP PENS
50907542



500^L
Accessories

CINTURA BIMBO
CHILDREN'S BELT
50907560 - Bianca - White

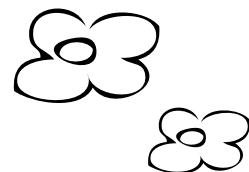


KIT T-SHIRT BIMBO DA COLORARE + 6 PENNARELLI
CHILDREN'S T-SHIRT + 6 FELT TIP PENS

50907558 - 3-4 anni - for ages 3-4
50907559 - 5-6 anni - for ages 5-6



KIT CAPPELLINO BIMBO DA COLORARE + 6 PENNARELLI
SET OF CHILDREN'S BASEBALL CAP + 6 FELT TIP PENS
50907561





MODELLINO 500L
MODEL 500L
 50907544 - Kit 24 pz. - Set of 24 pcs. - (1:43)

Accessories



KIT PALLONCINI
SET OF BALLOONS
 50907562 - 10 pz. - 10 pcs.



KIT CAMELLE
SET OF SWEETS
 50907563 - Peso gr. 150 - 10 confezioni da 8 pz.
 Weight 150 g. - 10 packets of 8 sweets