

BRAVO & BRAVA

European Car of the Year



FIAT BRAVO. FIAT BRAVA
CAR OF THE YEAR
1996.

Bravo & Brava
Autocar's design of the year

Fiat
Autocar's manufacturer of the year

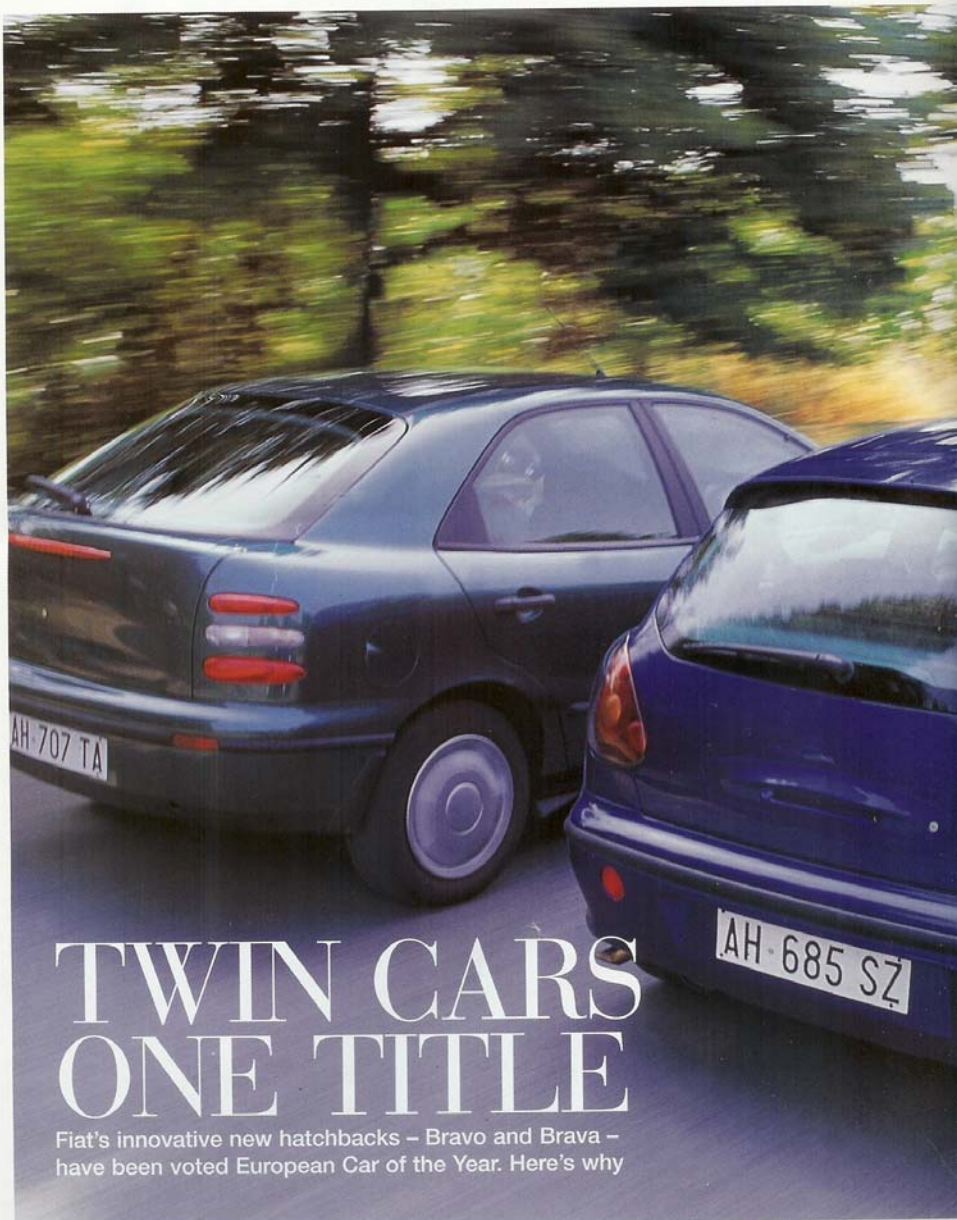
Paolo Cantarella
Autocar's man of the year

FIAT

BRAVO AND BRAVA



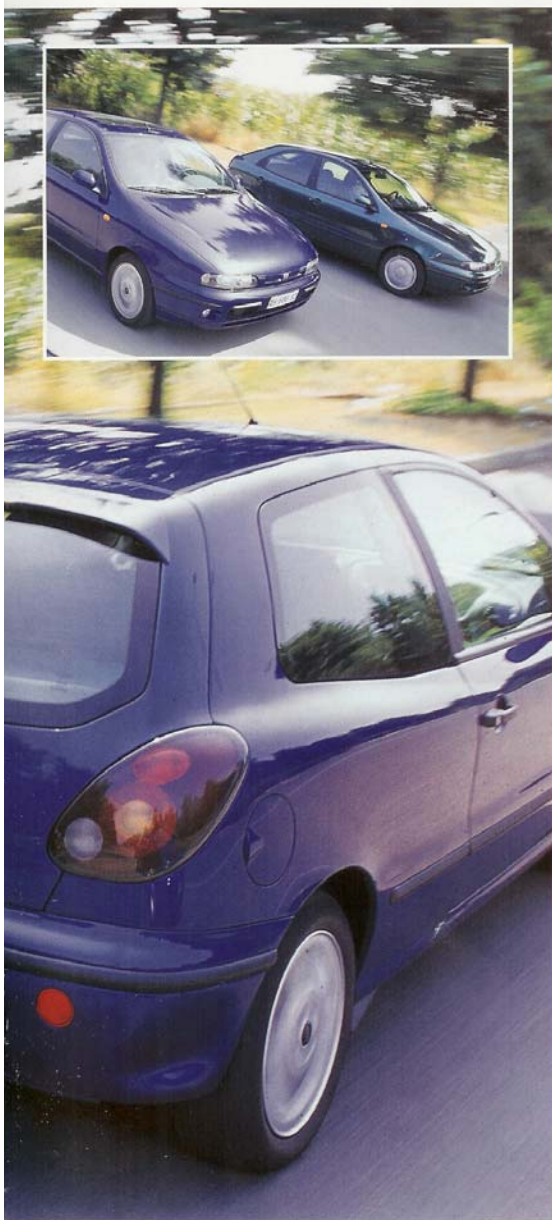
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TWIN CARS ONE TITLE

Fiat's innovative new hatchbacks – Bravo and Brava – have been voted European Car of the Year. Here's why

Both cars share same smoothly contoured nose (inset), but rear treatment is completely different on three-door (Bravo), pictured right, and five-door (Brava). Styling brings character to family hatch class



Fiat's brilliant new-model twins, the Fiat Bravo and Fiat Brava, arrive in UK showrooms this January fresh from their coronation as the new-car kings of Europe. The distinctive three-door Fiat Bravo and five-door Fiat Brava scooped the European Car Of The Year award 1996 in fine style, beating strong rival cars from Mercedes, Audi and Peugeot and sealing for Fiat an unrivalled second successive victory.

The European Car Of The Year title, Europe's most coveted and prestigious new-car prize, is awarded only after close scrutiny by 56 of Europe's most senior motoring journalists.

The win for the Fiat Bravo and Fiat Brava – a year after the Fiat Punto took the trophy – brings Fiat's tally to seven victories, an unprecedented achievement in the 30-year history of the European Car Of The Year award. The next best manufacturer has won the title only three times.

Each expert Car Of The Year judge, from 21 European nations, had a total of 25 points to allocate to competing cars. From the 1995 raft of new models, the Fiat Bravo and Fiat Brava came a clear top with 378 points, ahead of the next best placed car, the Peugeot 406, with 363 points.

Other important new models the judges thought good but not *that* good included the Audi A4, Vauxhall Vectra and Mercedes-Benz E-class.

The judging panel is represented in the UK by the *Sunday Express Magazine*. "Once again it is Fiat that's impressed in a tight contest," said *Sunday Express* editor Brian Hitchen. "This second victory in as many years proves the Italian manufacturer is going from strength to strength, and there is no doubt that its model line-up is now very strong."

Commenting on the award, Fiat Auto SpA Chief Executive Officer Paolo Cantarella remarked: "Winning such a prestigious award is cause for celebration for all of us at Fiat. We know that Bravo and Brava are two innovative, top quality cars with a truly European appeal."

"The fact that a jury made up of 56 experts thought so too is very important for us because it is a testament to the hard work and dedication of the Fiat Auto team."

Fiat's European Car Of The Year roll of honour



1967 Fiat 124 legendary family saloon that lives on even today



1970 Fiat 128 the company's first front-wheel drive car



1972 Fiat 127 pioneering 'supermini' with front-wheel drive and hatchback versatility



1984 Fiat Uno the zenith of the stylish family runabout of the 1980s

1989 Fiat Tipo roomy, strong and versatile but still high on Latin verve



1995 Fiat Punto now far and away Europe's best-selling car

1996 Fiat Bravo and Fiat Brava judged Europe's best new cars.

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DESIGNED TO ORDER

Two distinct body styles, one shared aim: best in class.
This is what the Fiat Bravo and Fiat Brava offer buyers



Fiat realised its customers expected something extra-special when it started to design its new family hatchback. And that's what it's given them. Twice. The three-door Fiat Bravo and five-door Fiat Brava. In the astonishingly short 32 months it has taken to get the cars from drawing board to metal, Fiat has spent billions of lire developing them. Two hundred designers and 2600 engineers worked on them full-time. Test cars were driven for more than three million miles, while 100 cars were used to test and prove Fiat's safety thinking. Even administrative office staff were invited to drive them and give their verdicts.

The Fiat Bravo, with three doors, has a muscular look with large, beautifully designed rear light clusters and a neat, truncated hatchback. The more flowing lines of the Fiat Brava, besides incorporating two generous extra rear doors, end in a curvaceous rear end with three separate rear lamps, seemingly set into the rear corners like precious stones.

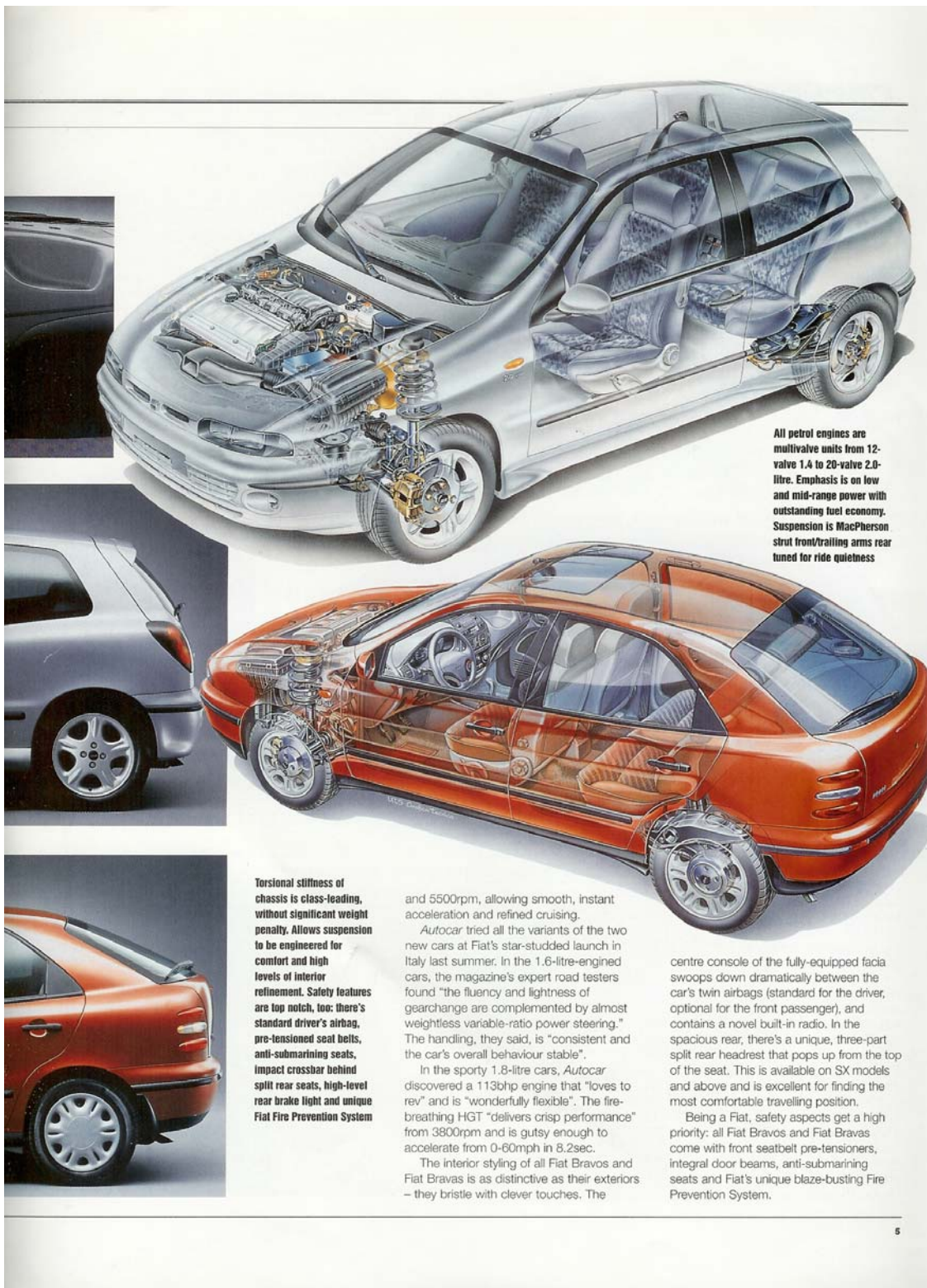
At the front, the Fiat Bravo and Fiat Brava share a family resemblance with a smoothly contoured nose and bonnet line. The cars have a handsomeness you would normally expect only in upmarket executive cars. The appeal is enhanced by a wide range of stylish paint finishes.

The Fiat Bravo and Fiat Brava come with a broad choice of four petrol engines based on Fiat's modular design principles: a 12-valve 1.4-litre, a 16-valve 1.6, a sporty 1.8 – four-cylinders all – and in the autumn a novel five-cylinder 2.0-litre in the high-performance HGT. 1.9-litre turbo-diesel engines will join the range later.

There's a Fiat Bravo or Fiat Brava for everyone, whether it's constant frugality you're looking for or out-and-out excitement. But many will find even the mid-range 1.6-litre Brava gives extraordinarily balanced driving enjoyment: 90 per cent of the 1580cc engine's power is available between 2500



DASHBOARD as finely sculptured as the cars. Features plunging centre console with unique fit radio installation (top). Three-door Bravo (centre) and five-door Brava (bottom) – intriguing answers to differing requirements



All petrol engines are multivalve units from 12-valve 1.4 to 20-valve 2.0-litre. Emphasis is on low and mid-range power with outstanding fuel economy. Suspension is MacPherson strut front/trailing arms rear tuned for ride quietness

Torsional stiffness of chassis is class-leading, without significant weight penalty. Allows suspension to be engineered for comfort and high levels of interior refinement. Safety features are top notch, too: there's standard driver's airbag, pre-tensioned seat belts, anti-submarining seats, impact crossbar behind split rear seats, high-level rear brake light and unique Fiat Fire Prevention System

and 5500rpm, allowing smooth, instant acceleration and refined cruising.

Autocar tried all the variants of the two new cars at Fiat's star-studded launch in Italy last summer. In the 1.6-litre-engined cars, the magazine's expert road testers found "the fluency and lightness of gearchange are complemented by almost weightless variable-ratio power steering." The handling, they said, is "consistent and the car's overall behaviour stable".

In the sporty 1.8-litre cars, Autocar discovered a 113bhp engine that "loves to rev" and is "wonderfully flexible". The fire-breathing HGT "delivers crisp performance" from 3800rpm and is gutsy enough to accelerate from 0-60mph in 8.2sec.

The interior styling of all Fiat Bravos and Fiat Bravas is as distinctive as their exteriors – they bristle with clever touches. The

centre console of the fully-equipped facia swoops down dramatically between the car's twin airbags (standard for the driver, optional for the front passenger), and contains a novel built-in radio. In the spacious rear, there's a unique, three-part split rear headrest that pops up from the top of the seat. This is available on SX models and above and is excellent for finding the most comfortable travelling position.

Being a Fiat, safety aspects get a high priority: all Fiat Bravos and Fiat Bravas come with front seatbelt pre-tensioners, integral door beams, anti-submarining seats and Fiat's unique blaze-busting Fire Prevention System.

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SHAPE CHANGERS

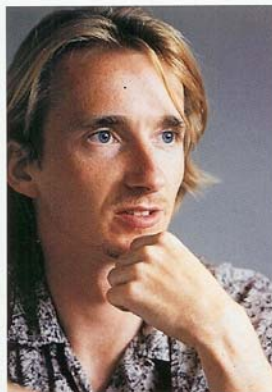
The designers' brief was simple, the results outstanding. Good enough to win Autocar's coveted Design Award



Nothing does more for a new car's desirability than the way it looks. From your first tantalising glimpse to the delight of getting fully to know these award-winning new cars, the Fiat Bravo and Fiat Brava really have it made. So confident was Autocar magazine of the rightness of the Fiat Bravo and Fiat Brava that they made it the 1995 Design Award even before they had been able to road-test the first right-hand drive cars.

For the 1996 European Car Of The Year, this was the icing on the cake, especially alongside other awards for Paolo Cantarella, Fiat Auto SpA Chief Executive Officer, and also for Fiat as Manufacturer of the Year, all presented at a glittering Autocar centenary party at London's Natural History Museum last November.

The message is clear: Fiat is on a roll and the brilliant new Fiat Bravo and Fiat Brava head a range of cars to relish. Fiat has used imagination to create two distinct characters, each perfectly tailored to its own market.



LEFT "The Coupe has spirit and emotion and strength," says Peter Fassbender, designer of the Bravo. "I wanted to give the three-door the same emotion and line, so that it was a strong and unusual design."

RIGHT "It had to represent another type of thinking," says Mauro Basso, designer of the Brava, "and meant we could get away from the rational box and find variable volumes."



TOP AND ABOVE These original designs were submitted by Giugiaro's Italdesign, favourite for the job having just executed Punto. But they were rejected in favour of Fiat's own in-house Centro Stile design team
RIGHT Basso's original sketch for the Brava showing abandonment of boxy lines in favour of spherical shapes





LEFT AND BELOW These drawings of Bravo show how Fassbender played with some unusual rear light designs, before deciding on an 'eye of the fly' look; rear hatch angled to emphasise roundness of rear lights



LEFT "We broke the rules, eliminated a lot of Fiat dogma and Cantarella became our greatest fan," says Michael Robinson, responsible for the interior design of the Fiat Bravo and Fiat Brava

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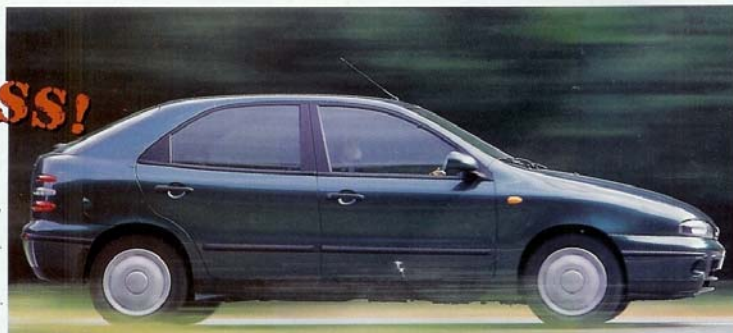
Paolo Cantarella*Autocar Man Of The Year***Fiat Auto***Autocar Manufacturer Of The Year*

Fiat Auto SpA Chief Executive Officer Paolo Cantarella walked away with the *Autocar* trophy this year as the one man in the motor industry whose achievements shone above and beyond all others. His enthusiasm and tangible belief that car buyers demand and should get the best and most dynamically exciting new products also helped the magazine to make the unusual choice of awarding his company with its prestigious 1995 Manufacturer Award as well. Rarely, in the opinion of *Autocar*, has a car manufacturer in recent times experienced such a comprehensive turnaround in products and attitude than Fiat has in the last 12 months. Cantarella is pictured right accepting his award from *Autocar* editor Michael Harvey (on left) and editor-in-chief Steve Copley.

**STOP PRESS!**

Fiat Brava does it again!

Fresh from winning, with its three-door stablemate, the European Car Of The Year Award, the Fiat Brava has romped away with Germany's top motoring prize, the Golden Steering Wheel Award from the country's *Bild am Sonntag* magazine. The judging panel included racing driver Hans Stuck, rally champ Walter Rohrl and soccer star Karl-Heinz Rummenigge. The Fiat Punto carried off the Golden Steering Wheel in 1993.



For further information on the award-winning new Fiat Bravo and Fiat Brava please phone free on

0800 71 7000

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