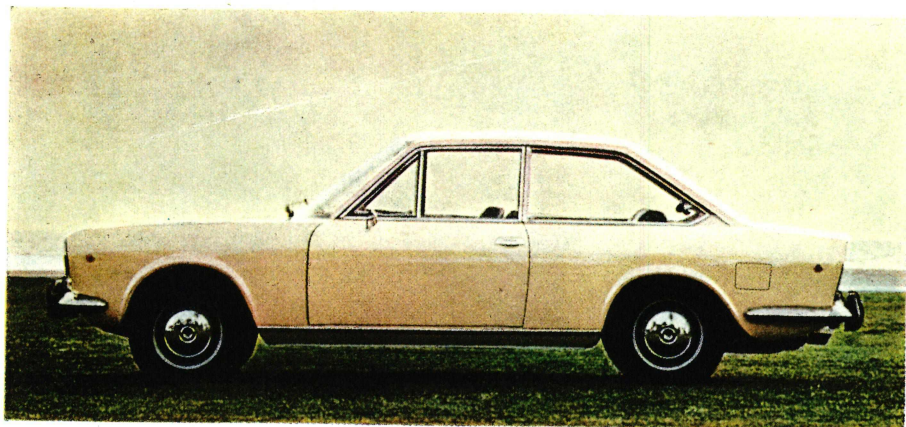




Fiat 124

Sport Coupe • Sport Spider • 4-Door Sedan • Station Wagon



This is the car for Now. The grand touring coupe for sport-in-comfort. Tuned to the style of this generation. Young people and the world's automotive press agree: "It is the most exciting new car of any year."

The 124 Sport Coupe is the least expensive car with dual overhead cams in the U.S.A. Fiat is one of the first major manufacturers to employ a cogged timing belt driving two camshafts to operate engine valves, increasing horsepower and getting 6-cylinder smoothness from a high-performance 4-cylinder engine.

The sport car transmission has four smooth synchromeshed forward gears. Shifts effortlessly with a console-mounted floor stick.

Acceleration from 0-50 in 8.9 seconds and 106 mph top speed are uncommon in a car of the 124 Coupe's weight and displacement.

Slowing and stopping are sure and safe with power-assist disc brakes on all four wheels. Braking pressure automatically adjusts to rear axle loading.

Lively suspension gives a smooth ride over uneven surfaces, responsive handling and stable cornering. There are coil springs, hydraulic shock absorbers and anti-roll bars front and rear. Suspension and steering have lifetime sealed lubrication. Radial tires maximize road-holding.

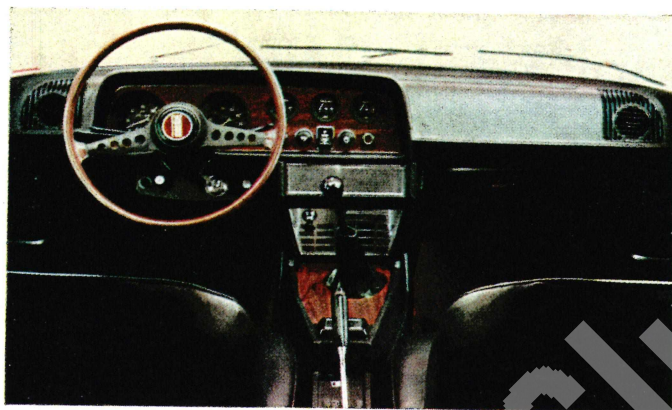
Interior is luxurious, fully carpeted. Contoured front bucket seats support driver and passenger at sides, thighs and back. They adjust, lock for safety and both recline. The cushioned back seat makes the 124 Sport Coupe a comfortable 2 + 2. Upholstery and interior are supple, leather-grained vinyl, scuff resisting and washable.

Deep-cowled padded dash behind the sport steering wheel shows a direct reading instrument cluster set in wood-grain panel: 8000 rpm electronic tachometer, matching trip-recorder speedometer, oil pressure and water temperature gauges. Fuel indicator flashes a warning at low level.

A handsome over-the-tunnel console carries stick shift, brake lever and controls for instant-acting heater and ventilator. Variable speed windshield wipers, washers, courtesy lights, 4-way emergency flasher, anti-theft ignition lock, two-toned pneumatic horns and undercoating are standard.

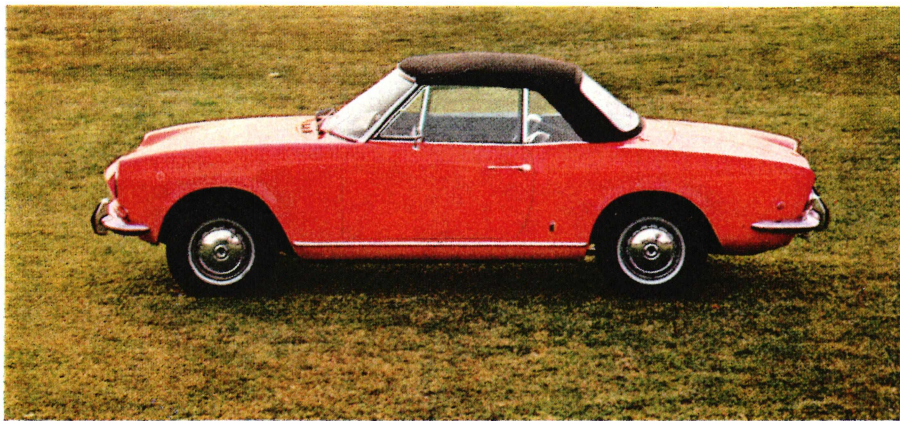
The fine Italian coachwork is beautifully moulded, free of fussy trim, with a distinctive rear chop that characterizes fast acceleration.

Wherever it has been seen—especially at international automobile expositions—the Fiat 124 Sport Coupe has raised the question: "How does Fiat do it for the price?"



Fiat 124 Sport Coupe





For sport car purists, the Fiat 124 Sport Spider is designed to offer superior riding comfort without dulling the excitement of true sport driving. There is personal participation in the mechanics of the drive, the road sensations, the cornering thrills... all in soft, glove-fit luxury.

The 124 Spider carries the proud crest of its designer, Pininfarina. Fiat has combined race circuit body styling with advanced high performance engineering, crisp no-frill coachwork with super interior fittings to make this the newest new car of any year.

Fast rate of acceleration, top speed and power reserve flow from a high performance engine equipped with dual overhead cams. Fiat is one of the first manufacturers to employ a cogged timing belt driving two camshafts to operate engine valves, increasing horsepower and getting 6-cylinder smoothness from a high-performance 4-cylinder engine.

The Spider takes its name from a lively suspension that gives a sporting ride, perfectly controlled in tight corners and over uneven surfaces. Suspension and steering are sealed for lifetime lubrication. Radial tires maximize road-holding.

Brakes are power-assist discs on all four wheels with braking pressure that automatically adjusts to rear axle loading.

The transmission is a further product of advanced engineering: Smooth synchromeshed five forward speeds include a top gear for cruising.

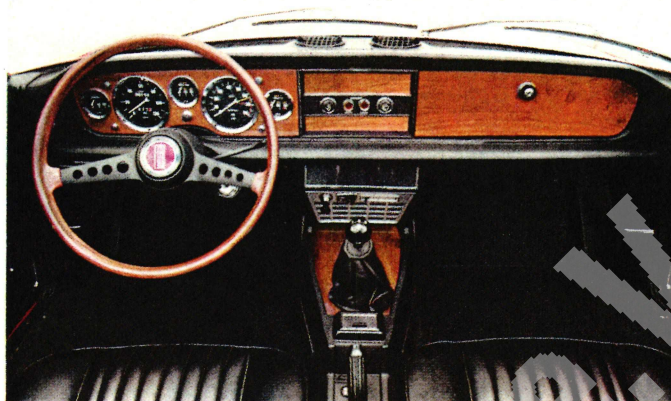
Front bucket seats are deeply contoured and bolstered for side and thigh support to eliminate sway. Seats adjust, lock and both recline. There is full carpeting and a cushioned back bench. Upholstery and interior are supple leather-grained vinyl.

Deep-cowled padded dash behind the sport steering wheel shows a direct reading instrument cluster set in wood-grain panel, including electronic tachometer. Fuel indicator flashes a warning at low level.

A handsome over-the-tunnel console carries the stick shift, brake lever, and controls for instant-acting heater and ventilator.

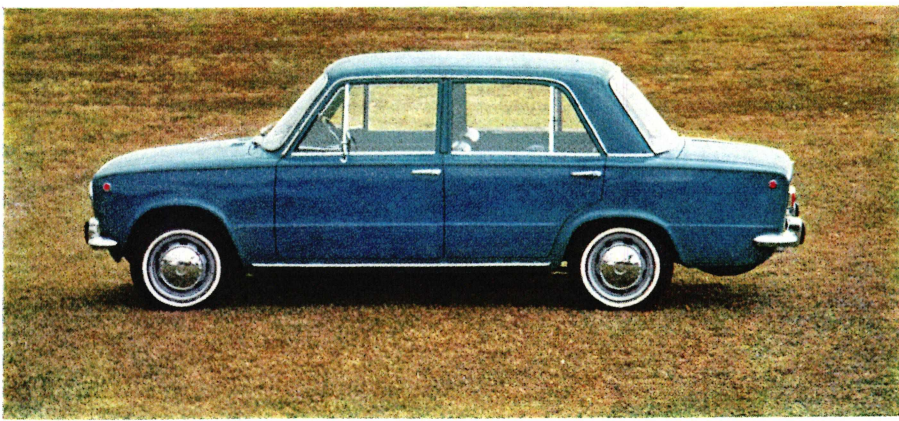
Other standard fittings include variable speed windshield wipers, washers, dimming dash lights, courtesy lights, anti-theft ignition switch and sporting two-tone pneumatic horns. A soft convertible top can be opened and closed easily. Or the Spider can be equipped with an optional removable hard top.

Experts of sport car design and performance, reporting the introduction of the 124 Spider, ask time and again: "How does Fiat make so much car for the money?"



Fiat 124 Sport Spider





Every family should have a family car: the original classic four-door that provides comfortable seating for the whole family.

This is the car to make that possible—the 124 Family Sedan. Fiat has produced it to fill a needed place in the market. To make it easy for more families to become new-car two-car families. (And to make the idea of the three-car family feasible!)

The enduring good lines of the 124 Sedan are its most apparent virtue: clean, no-fuss styling to defy time and outlast seasonal model change for change sake.

The price is practical, too. But it is what Fiat offers for the price—in technical advances as well as comfort and appointments—which merits the most serious consideration.

The engine is an advanced design 4-cylinder with five main bearings for long, rugged wear. It cruises comfortably at turnpike speeds. Excellent mileage performance and lifetime lubrication add to the 124's operating economy.

The transmission is a smooth, fully synchromeshed four-speed gear box, effortlessly operated by a floor stick. It is easy to shift in city traffic and gives a sporting confidence to country driving.

The brakes are power-assist discs on all four wheels for no-fade, no-pull stopping. The braking pressure automatically adjusts to rear axle loading.

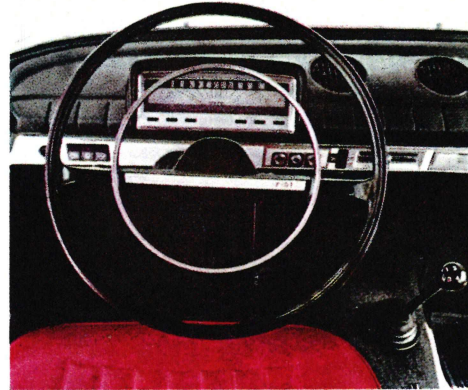
Unitized body, vibration control and suspension on four-wheel coil springs around hydraulic shock absorbers make the 124 Sedan a smooth riding car with sure-footed handling on curves and over uneven surfaces.

Interior finish and fittings make it a very livable car. Leather-like washable vinyl throughout. Contoured front bucket seats that adjust, lock and recline fully. Cushioned rear seat provides ample head and shoulder room.

Standard equipment includes undercoating, electric windshield wipers, washers, day-night rear view mirror, padded sun visors, padded arm rests, courtesy and warning lights, 4-way emergency flasher, clothes hooks, front and rear passenger handles.

The Fiat 124 Sedan is a sound first-car investment for the new family, an economical replacement for an older car, and solid family transportation when children have grown into their own cars.

It makes new-car purchasing affordable on a modest budget.



Fiat 124 Four-Door Sedan





For the family with somewhere to go, someone to take, something to carry — the Fiat 124 Station Wagon puts the show on the road with four-door convenience and full-family comfort.

Fiat calls it the "Family Wagon" because it is designed to fill the widest range of family transportation needs with much more than the minimum standard of comfort and interior finish.

Fiat believes a family wagon doesn't have to handle like a bus to take children to school or fathers to work. It need not ride like a truck to haul market bags and lumber loads. Or look like a Gypsy caravan to carry families on vacation.

So the Fiat 124 Family Wagon is an amazingly good-looking, smooth-riding, responsive automobile.

A fully synchromeshed four-speed stick shift transmission gives excellent maneuverability and pick up, threading through town traffic or cornering over country roads. The engine delivers up to 30 miles per gallon, cruises easily at turnpike speeds. Five main bearings assure a long, rugged life.

Four-wheel suspension is on coil springs around hydraulic shock absorbers, rear shocks located for effective load bearing.

Braking is sure and safe with no pull or fade from disc brakes on all four wheels, braking pressure automatically adjusts to rear load.

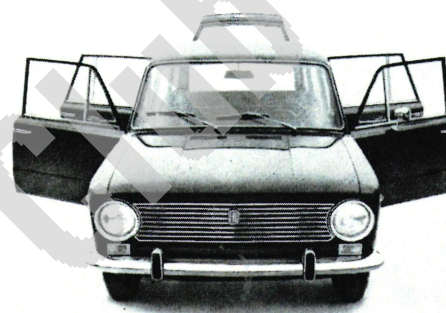
Comfort is the keynote of interior finish and fitting: leather-like vinyl throughout, washable and scuff resisting. Front seats are adjustable locking bucket seats which recline fully (great for long trips or overnight camping!)

The stick shift is handily mounted over a low floor tunnel. There is an instant-acting heater and ventilating system. Standard equipment includes: electric windshield wipers and washer; a full complement of courtesy and warning lights plus 4-way emergency flasher; padded visors, dash and arm rests; grab straps for passenger comfort and safety, and undercoating.

The Fiat 124 Family Wagon has four side doors and a top-hinged, counterbalanced rear door. There is 25¼ cubic feet of back hauling space with seats in place which doubles to 50¾ cubic feet with rear seat folded down, giving a full 53 inches of load length.

The Fiat 124 Family Wagon is the compact that has car experts saying: "More luxury than you have a right to expect at this price!"

Fiat 124 Station Wagon





Fiat—automaker to the world.

The automobiles described in this booklet are produced in one of the most advanced design and manufacturing complexes in the world: Fiat of Turin, Italy. Their quality is superb. Because Fiat is uniquely able to control quality from the iron mine to the highway.

Fiat makes its own iron and steel, casts its own aluminum and copper, draws its own wire . . . presses, forges and machines its own parts. And while the raw materials are being processed, Fiat designs its own cars, builds the prototypes and tears them down in testing.

The efficiency—and economy—of this inter-linked chain of production are easily apparent.

Fiat's largest factory—the Mirafiori Works—has 260 acres under roof. The aerial conveyor shown at right is part of a system that stretches overhead, along factory floors and through subway tunnels for 150 miles! 45,000 employees in Mirafiori work 12,000 machines to make 6,000 cars a day.

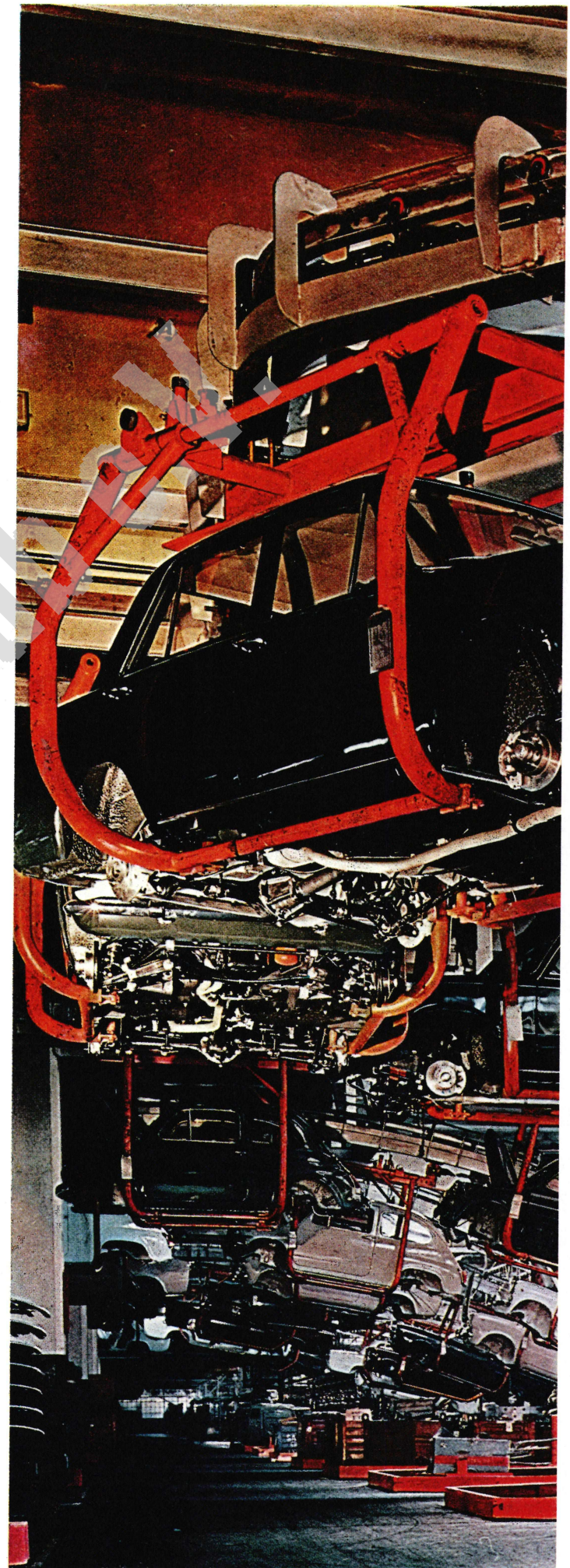
The worldwide demand for Fiat is tremendous: The largest-selling car in the Common Market. Fourth-largest automaker in the world. One and a half million cars a year, bought in 150 countries on all continents, serviced by 4,000 maintenance centers. Such factory-supervised service is vital to the 50-state sales and service organization in the U.S.A. of Fiat-Roosevelt Motors, Inc., the sole importers and distributors.

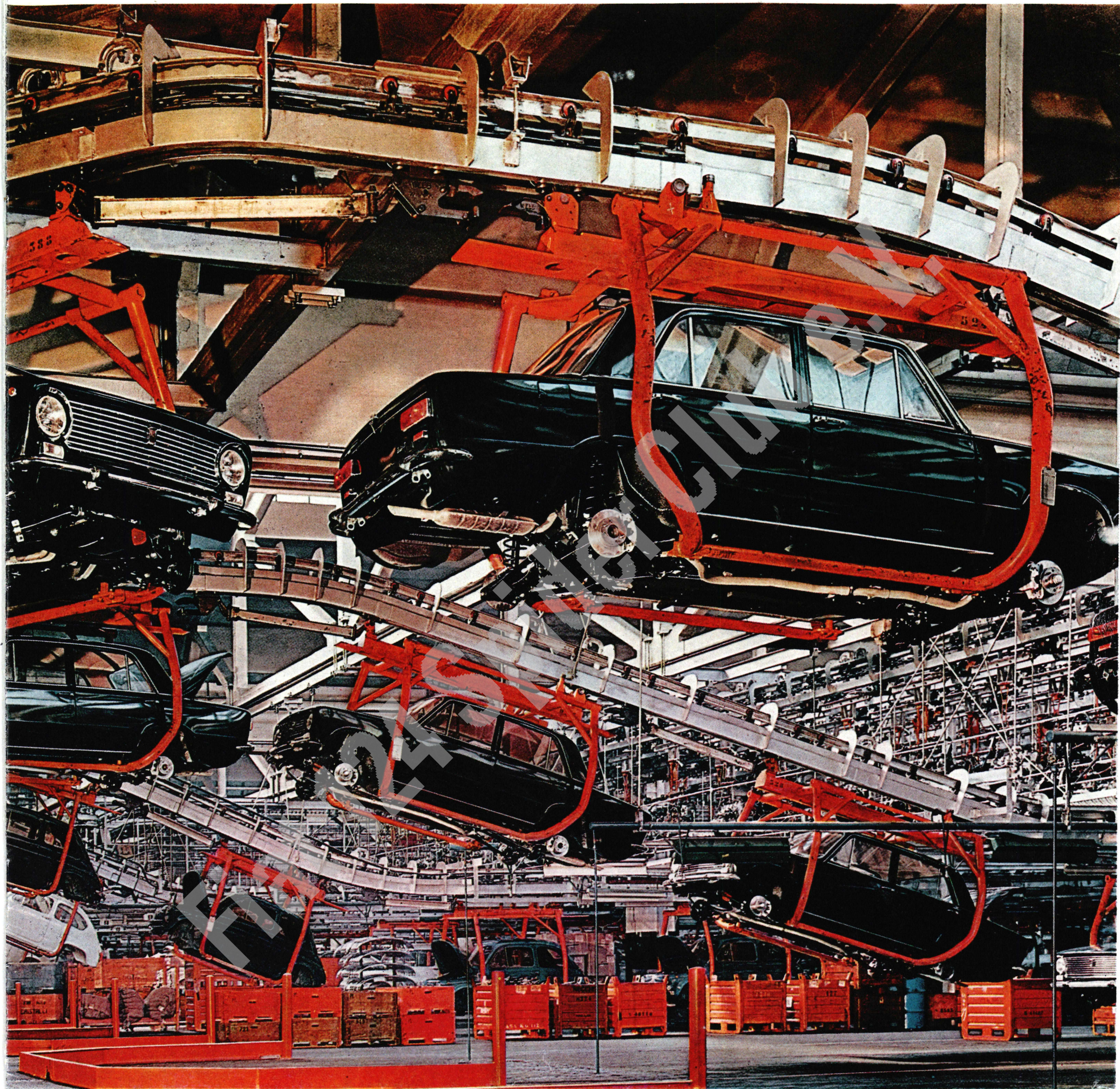
Demand for Fiat automobiles—and their acceptance among fine car enthusiasts—dates from the dawn of the Automotive Age. Fiat made its first model in 1899—a 3½ horsepower face-to-face four-seater. During the next 20 years, Fiat's reputation was built on the technical excellence of its "red thunderbolts" and the skill of Fiat racing drivers, who reached speeds that seem fantastic even today: 128 mph in America in 1906!

With the perfection of mass production, Fiat put aside its dirt track honors to become one of the world's most diversified manufacturers. Today there are Fiat-built jet planes, Fiat railway cars, marine engines, electrical generators, earth-movers, farm tractors, and even Fiat constructed dams, super-highways and tunnels.

And there is a Fiat car for everybody: a model to suit every man's needs, his taste and budget.

But around every Fiat model—in the lean agile lines, the perfect finish, the efficient power—there still lingers the hot oil and braking rubber aroma of the Sport of Cars. It is the Fiat Style!





Body Frame—Unitized construction. Reinforced longitudinal stress members. Rust-proofed. Two primer coats. Two coats high-gloss enamel.

Engine—Front mounted with four water-cooled in-line cylinders. Cast iron block. Aluminum cylinder head. Twin overhead camshaft with cogged timing belt drive. Twin-barrel carburetor. Horsepower: 96 hp. at 6500 rpm. Torque: 82.42 ft. lbs. at 4000 rpm. Displacement: 1,438 cc. (87.75 cu. in.) Compression ratio: 8.9 to 1 Bore & stroke: 3.156x2.814 in.

Clutch—Single dry plate.

Transmission—Sport Spider: Five speeds forward plus reverse. Sport Coupe: Four speeds forward plus reverse. Fully synchromeshed in all forward gears. Console mounted stick shift.

Drive Shaft—Two-piece with universal joints.

Front Suspension—Wishbone control arms. Coil springs, hydraulic shock absorbers and anti-roll bar. Lifetime lubrication.

Rear Suspension—Sport Spider: Live axle anchored by two trailing arms and transverse Panhard rod. Sport Coupe: Rigid axle anchored by 2 trailing arms and transverse rod. Both have coil springs with hydraulic shock absorbers and anti-roll bar.

Steering—Worm and roller gear. Steering post with flexible joint. Steering linkage joints are lifetime lubricated. Sport Spider turns in 34'-1½" diameter. Sport Coupe turns in 36'-1" diameter.

Brakes—Large-diameter, disc brakes on all four wheels with power assist. Mechanical parking brake.

Wheels and Tires—Steel disc wheels. 165 x 13 in. radial ply tires.

Electrical—12-Volt system. 700-Watt alternator. 60 Amp/hr. battery.

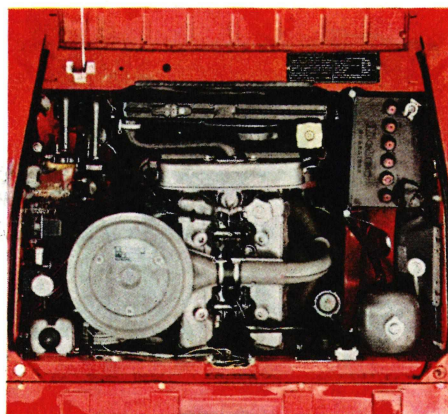
Ventilation and Heating System—Provides windshield demisting and defrosting. Air intakes on hood. Hot water heater. Regulators and 2-speed heater fan controls mounted on console.

Fuel Tank—12 gals. (Use premium gas)

Top Speed—Approximately 106 mph.

Exterior Dimensions and Weights

	Sport Spider	Sport Coupe
Overall length	13'	13'-6"
Overall width	5'-3½"	5'-5¾"
Overall height	4'-1"	4'-4¾"
Wheelbase	7'-5½"	7'-11"
Curb weight	2,085 lbs.	2,117 lbs.
Road clearance	6"	6½"



Specifications: 124 Sport Spider and Sport Coupe

Body Frame—Unitized construction. Rust-proofed. Two primer coats. Two coats of high-gloss enamel.

Engine—Front mounted. Four water-cooled in-line cylinders. Cast iron block. Aluminum cylinder head. Overhead valves. Twin-barrel carburetor.

Horsepower: 65 hp. at 5600 rpm.

Torque: 69.4 ft. lbs. at 3800 rpm.

Displacement: 1,197 cc. (73.05 cu. in.)

Compression ratio: 8.8 to 1

Bore & stroke: 2.875x2.812 in.

Clutch—Single dry plate.

Transmission—Four speeds forward plus reverse. Synchromesh in all four gears. Floor mounted stick shift.

Drive Shaft—Two-piece with universal joints.

Front Suspension—Wishbone control arms. Coil springs, hydraulic shock absorbers and stabilizer bar. Lifetime lubrication.

Rear Suspension—Rigid axle anchored by two longitudinal and one transverse rods. Coil springs, hydraulic shock absorbers and stabilizer bar.

Steering—Worm and roller. Steering linkage joints are lifetime lubricated. Turns in 35'-1" diameter.

Brakes—Large-diameter, disc brakes on all four wheels with power assist. Mechanical parking brake.

Wheels and Tires—Steel disc wheels. Sedan tires: 6.15 x 13 in. Station Wagon tires: 5.60 x 13 in. (6 ply.)

Electrical—12-Volt system. 400-Watt generator. 60 Amp/hr. battery.

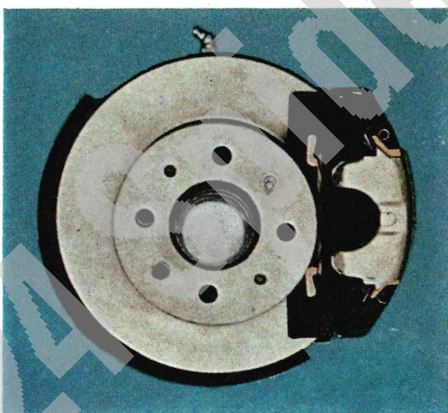
Ventilation and Heating System—Provides windshield demisting and defrosting. Air intakes on hood. Hot water heater. Regulators and 2-speed heater fan controls dash mounted.

Fuel Tank—Sedan: 10.3 gal. Station Wagon: 15.6 gal. (Use premium gas)

Top Speed—Over 87 mph.

Exterior Dimensions and Weights

	Sedan	Station Wagon
Overall length	13'-2¾"	13'-2¾"
Overall width	5'-4"	5'-4"
Overall height	4'-5¾"	4'-8¾"
Wheelbase	7'-11¼"	7'-11¼"
Curb weight	1,965 lbs.	2,084 lbs.
Road clearance	6½"	6½"



Specifications: 124 Four Door Sedan and Station Wagon

DELIVERED PRICES OF 124's INCLUDE: (On Spider and Coupe) electronic tachometer • full carpeting • variable speed windshield wipers • wood-grained padded dash • wood-grained console • locking ignition switch • adjustable bucket seats • cigar lighter.

(On Spider, Coupe, Sedan and Wagon) anti-smog device • undercoating • vinyl upholstery • non-glare rear mirror • engine compartment light • map light • courtesy lights • independently fused head and tail lights • rubber inset bumper guards • safety-hinged hood • arm rests • passenger safety straps • fully reclining adjustable bucket seats on sedan and wagon • plus all U. S. safety-standard equipment.

FIAT-ROOSEVELT MOTORS, INC.

The contents in this folder are given as general information and are not binding. Fiat reserves the right to effect at any time, without prior notice, those alterations to parts, fittings and accessory equipment which they may deem necessary for any reason whatsoever.

