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THE FIAT STRADA



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STRADA

The Strada range combines brilliant practicality with exemplary performance.

A range that boasts comfort, space, quietness and economy* for remarkably easy and practical motoring, and also benefits from the most advanced automotive technology for truly astonishing performance.

The perfection of design, development and manufacture results from the use of the remarkable Robogate production system. It eliminates

*See fuel figures at the back of the brochure.



Reading left to right. Front row: 60CL, Super Strada RS, Abarth 130TC. Back row: 60ES, 70CL.

the possibility of human error by building each and every model to the same highly precise and exacting standard.

A standard that has evolved through many years of intense research and development by Fiat.

A standard that has been perfected by the use of the most advanced technology currently being used in automotive production.

In the Strada range this high Fiat standard has been mastered.



(Front cover and above photographed at Alton Towers Leisure Park, Staffordshire.)

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STRADA. PRACTICALITY AND

Every year Fiat are investing millions of pounds on research and development. The proof and justification of this is shown in the advanced technology and production techniques that created the Strada.

With five versions, including the Super Strada and the Abarth, and an engine range from 1116cc to the devastating 1995cc 130bhp, the Strada range displays a brilliant balance of stylish practicality and uncompromising performance.

STRADA PRACTICALITY

In developing the Strada no detail was overlooked. Every aspect of the car, from the easy-to-service engine layout down to the stylish wrap-around bumpers and recessed circular door handles was the result of the most rigorous testing programme.

Even the shape of the Strada was perfected by computers with the objective of improving performance. The resulting brilliant aerodynamic



The Strada Abarth 130 TC. Unmatched by any other in its class. (Photographed at Alton Towers Leisure Park, Staffordshire.)

PERFORMANCE

design is a major contributing factor in cutting noise, vibration and fuel consumption* to an absolute minimum.

STRADA COMFORT

It's difficult to ignore the additional space inside a Strada achieved through Fiat's space technology. The abundance of legroom and headroom that's on offer is due to the front wheel drive, the compact transversely mounted engine and the design of the rear suspension.

Once you're sitting comfortably you'll appreciate the powerful speed adjustable fan and at least nine air vents strategically placed throughout the car.



For safety, there are seat belts for all passengers, along with all-round protection of a rigid steel shell.

STRADA PERFORMANCE

Last, but certainly not least, comes the brilliant performance of the Strada, epitomised in the breathtaking Strada Abarth. The superb handling, steering, braking and road holding are the result of a series of long and intensive road tests aimed at developing perfection.

The speed and acceleration of the Strada pay homage to Fiat's long involvement in the top echelons of motor sport. The high torque engine displays remarkably flexible performance throughout the gears, reaching top speeds of 90mph on the 60CL and an awe inspiring 122mph on the Abarth.

In bringing together the vital ingredients of performance and practicality, Strada is without doubt a phenomenon in modern motoring.

Complete body protection**

- 1 Bodyshell chemically treated.
- 2 Anti-rust paint applied by a full immersion cathaphoretic process.
- 3 Welded joints sealed with special plastic sealer.
- 4 Anti-corrosion wax injected into all box sections.
- 5 Primer.
- 6 Top coat.
- 7 Stone chip resistant PVC underseal applied.
- 8 Front wheel arch liners fitted.

** There is a six year anti-perforation warranty on all new Fiats. This warranty is subject to the conditions as described in the guarantee booklet that is supplied with every new Fiat.

*See fuel figures at the back of the brochure.

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STRADA CL

Both the Strada 60CL 3 door and the 70CL 5 door show a practical dash with warning lights, analogue clock and water temperature gauge.

Indicators and wipers, including an intermittent wipe, are on convenient column stalks, and the heating and ventilation system, with a two speed fan, has nine air vents for the perfect driving environment. The complete dash is surrounded by sturdy shock absorbing material.

The shaping of the seats was selected after extensive research to



True Fiat practicality in the CL's dashboard display



give better all-around support for even the tallest drivers and passengers.

Front seats recline and are designed to give maximum rear legroom; while the back seats fold down to provide 44 cubic feet of luggage space.



Matched by exceptional comfort in the seating.

SUPER STRADA

You'll experience true driving pleasure in the Super Strada.

You can sit back and take things easy as the 1498cc engine races through a versatile five speed gearbox up to 102mph. Note that the top gear produces lower revs at high speeds – one of the secrets of the car's fuel saving qualities.

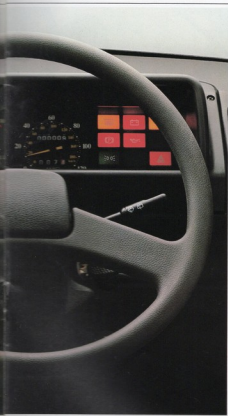
Handling is superb. Rack and pinion steering and suspension with off-centre springs allow light positive cornering and a quiet smooth ride.



The dash of the Super Strada. A complete information centre. (The radio shown is available as an optional extra.)

The dash, surrounded by shock absorbing material, has everything. Water temperature gauge and rev counter, warning lights for oil pressure, lights, heated rear window, handbrake and hazard lights.

There's a check control panel that monitors brakes, lights, oil and coolant level, and a three speed ventilation and heating system.



The heating and ventilation system controls 11 vents throughout the car.



A digital clock that is also a stop watch.



To help you enjoy the performance, a five speed gearbox.

SUPER STRADA

Built for the family, performs for the driver, the Super Strada is not only fast and efficient but it also shows a real appreciation of the price of petrol. The powerful 1498cc engine, which takes you from 0-62mph in just 11 seconds also delivers a generous 52.3 miles to the gallon at a constant 56mph.

The seats of the Super Strada are a real luxury too. Anatomically shaped for maximum all-round support. Every detail has been thoroughly



The brilliantly designed seats for better posture and all-round comfort.

researched and tested to give the very best sitting posture and comfort offering support where you need it most – in the small of the back.

Thanks also to the Super Strada's unique design, you'll find that there's generous legroom, headroom and elbow room. So everyone can stretch out and really enjoy a smooth and comfortable journey.

Also not normally found in cars of this category are electrically operated front windows and central passenger door locking.



Internally adjustable driver's door mirror.



A map reading light to guide you on your way.



A versatile, removable lamp stowed in the glove compartment.



For rear seat passenger safety, rear seat belts.

STRADA ES

ES stands for Energy Saving. And in the Strada ES Fiat have built on the brilliant practicality and performance of the Strada CL with an ingenious collection of energy saving features.

The drive for fuel economy starts with design, with anti-turbulence deflectors on the front doors, smoothly streamlined wheel trims and a distinctive rear spoiler.

Inside there's a host of mechanical refinements, including Digiplex



(Photographed at Alton Towers Leisure Park, Staffordshire.)

electronic ignition to select the most efficient timing for every situation, an econometer showing highly accurate mpg readings, five speed gearbox and a gear change indicator.

Experience this car and you'll be more than a little surprised at the excellent improvement in performance and considerably lower fuel bills, with the Strada ES providing a superb 56.5mpg at a constant 56mph and a top speed of 93mph.



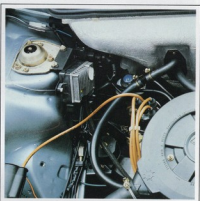
The gear change indicator and econometer.
A precise indication of performance efficiency.



Aerodynamically designed rear spoiler.



Beautifully streamlined wheel trims.



The Digiplex electronic ignition system. Reliable. Efficient. Very economic.

STRADA



There's no problem in slotting a full family's luggage into the back of The Strada.

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For awkward loads the Super Strada and the Abarth 130TC offer the flexibility of asymmetrically split rear seats.



For really big loads, fold down the rear seats and you've 44 cubic feet of space.

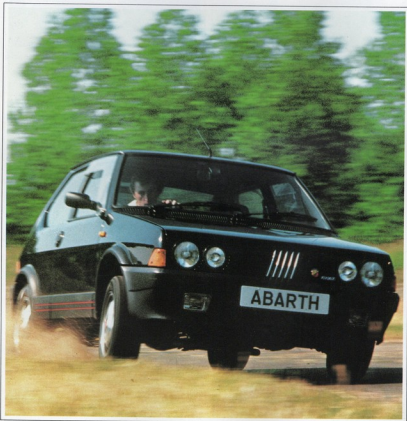


A removable parcel shelf screens the load from prying eyes.

STRADA ABARTH. THE STRADA

The staggering performance figures of the Strada Abarth leave you in no doubt that it's built for the open road. With a powerful 1995cc twin cam engine, and close ratio ZF 5 speed gearbox, it reaches 0-62mph in 8 seconds, and goes on to a devastating top speed of 122mph.

It is what you would expect from a car carrying one of the most coveted badges in motoring: Abarth, with its distinctive scorpion on a red and yellow shield.

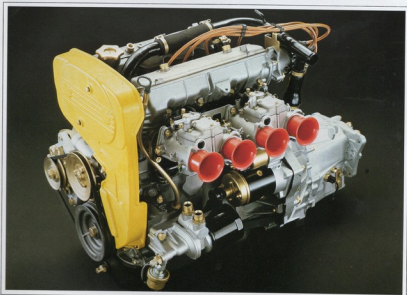


The Strada Abarth. An inspiration on the road.

WITH THE STING IN ITS TAIL.



The leather covered three spoked steering wheel and the clear instrumentation of the dashboard. (The radio/cassette is an optional extra.)



The twin overhead cam 1995cc engine gives 0-62mph in 8 seconds.

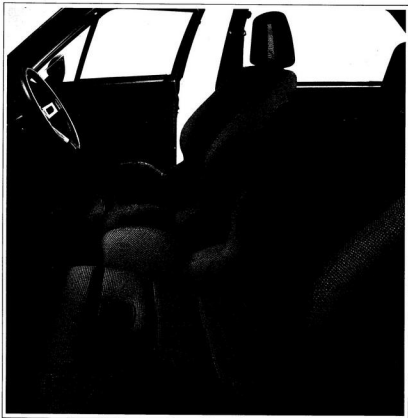
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STRADA ABARTH

The body hugging Recaro front seats with built-in head restraints are covered in an attractive coarse weave fabric and are designed to keep their occupants firmly in place.

Each front seat can be adjusted for rake to achieve a superb driving position.

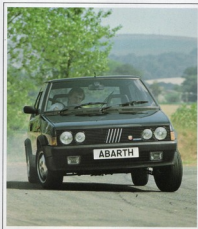
There is ample legroom front and back and comfort is ensured with a brilliant heating and ventilation system.



The stylish Recaro seats adjust for rake.

The Pirelli P6 tyres make the Abarth sure footed while the servo-assisted brakes, ventilated discs at the front and drums at the rear ensure its stopping power.

The addition of aerodynamic features such as the front window wind deflectors and the distinctive rear spoiler contribute significantly to an impressive fuel consumption figure for the Strada Abarth of 42.8mpg at a steady 56mph.



The Pirelli alloy road wheels hold the car firmly on the road (however fast you drive).



ACCESSORIES



Make your Strada distinctively your own.



In-car entertainment.



Roof rack.



Touring accessories.



Safety and protection.

AFTERCARE

STANDARD VEHICLE WARRANTY All FIAT vehicles carry a 12 month unlimited mileage warranty. During this period, repairs resulting from faulty materials or manufacture will be carried out free of charge.

FREE FIAT RECOVERY SERVICE Should your new FIAT break down within the warranty period, the FIAT dealer-operated recovery service will provide roadside assistance, or recovery to the nearest FIAT dealership.

SIX YEAR ANTI-PERFORATION WARRANTY Every new FIAT carries a full six year anti-perforation warranty. The routine inspections are free provided your vehicle is serviced at the recommended intervals by a FIAT dealer.

EXTENDED WARRANTY For a small fee you can add one or two years' further parts and labour cover through a Mechanical Breakdown Insurance Warranty, called Mastercover 2 (or for business users, Longrun 2).

Full details of the above warranties are available from any FIAT dealer.

PARTS AND SERVICE There are over 300 FIAT dealerships nationwide, all listed in Yellow Pages. Each one is staffed by highly skilled FIAT trained technicians.

Naturally, only genuine FIAT parts are used because they will give better service and performance. They are not only the best parts for your FIAT, they are often cheaper too.

A giant computerised warehouse stocked with over 38,000 parts ensures dealers are kept well stocked at all times.

FIAT RENT-A-CAR Many Fiat dealers offer an extensive and highly competitive tariff for self-drive hire. For further information contact your local Fiat dealer or ring Fiat Rent-a-Car Central Enquiries on Uxbridge 51212.

FIAT FLEET Our extensive Fleet operation offers extremely flexible and competitive fleet and leasing agreements tailored to every size and type of company – supported by first class back-up facilities. For more information ring Fiat Fleet on Uxbridge 51212.

FIAT OWNERS' INSURANCE PLAN Underwritten by the Sun Alliance Insurance Group, this offers competitive premiums which can be spread over 12 months. A no claims bonus can be transferred from an existing policy. This is available through Fiat dealers.

FIAT AND THE DISABLED DRIVER If you are a disabled driver ask your FIAT dealer how our range of vehicles may be adapted to suit your special needs.

DEALER STAMP

FIAT

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The information contained in this brochure was accurate at the date of going to press, May 1985. Fiat, however, reserves the right while preserving the essential characteristics of the models described and illustrated to introduce at any time modifications, changes or details, equipment or accessories as may be considered necessary. 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 a Fiat Dealer as to whether there have been any material alterations since the date of issue of this brochure. Whilst every effort has been made to make all colours of cars and accessories as near as possible to actual car colours, due to printing processes an exact colour match cannot be guaranteed. Brochure designed and produced by Fowler & Coles Limited and printed in England.

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