



“125 times FIAT”:

Museo Nazionale dell’Automobile inaugurates the exhibition dedicated to FIAT’s 125th anniversary in Turin

- **Starting from November 15th, 2024, to May 4th, 2025, the MAUTO - Museo Nazionale dell’Automobile will host the exhibition “125 times FIAT. Modernity through the lens of FIAT's imagination”, retracing over a century of the Turin-based brand’s History through its iconic vehicles, works of art, and archive documents.**
- **In addition, two exhibitions: “UNEXPECTED & SURPRISING FIAT” at the Heritage Hub and an exposition of unreleased material at the Centro Storico FIAT.**

On the occasion of the 125th anniversary of the founding of FIAT, one exhibition and two spin-offs are held in three key locations in Italy's first capital city, bringing to life the highlights of the company founded in 1899 under the name *Fabbrica Italiana Automobili Torino*.

From November 15, 2024, to May 4, 2025 the MAUTO – Museo Nazionale dell’Automobile will host the exhibition “125 times FIAT. Modernity through the lens of FIAT's imagination”. Edited by Giuliano Sergio and realized in collaboration with Centro Storico FIAT and Heritage HUB, the exposition traces the history of the Turin-based car manufacturer, offering a reinterpretation that focuses on its social impact and artistic and visual heritage that resulted from it. FIAT was founded in 1899 and led the modernization of Italy through the Industrial Revolution and national unity. The exhibition “125 times FIAT. Modernity through the lens of FIAT's imagination” explores the deep connection between the company and the cultural, industrial, and economic development of the country. The exhibition tells over a century of history through art, cinema, design, and much more, emphasizing the uniqueness of FIAT’s business model and its influence on Italian modernity. The project will showcase nine of the brand’s most iconic cars, including the 508 Balilla from 1932, the 500 A Topolino from 1936, the Panda 30 from 1982, and the Fiat 500e, the third generation of a timeless icon, produced at the Mirafiori plant in Turin, symbol of the Made in Italy all around the world, and best-seller among the electric city cars in Italy and Europe.

A wide selection of works of art, memorabilia, archive documents, and graphic, photographic, and audiovisual materials will be displayed alongside the cars, illustrating the company’s visual imagination through a narrative structured in 8 expositive macro-sections. The exhibition will be complemented by

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a series of five meetings and debates, organized in collaboration with the University of Turin, focusing on the themes explored in the event.

At the same time, and always from Friday, November 15, the Heritage Hub will host the temporary exhibition “UNEXPECTED & SURPRISING FIAT,” consisting of a real journey through the less famous vehicles of the Turin car manufacturer. The exhibition showcases the brand’s continuous evolution, which still amazes the public with cutting-edge design, advanced technology, and bold choices of its models. The event focuses on three core themes of the brand: innovation, efficiency, and fun. The exposition highlights the moments when FIAT experimented with innovative and forward-thinking solutions, interpreting efficiency as the optimization of resources, costs, and space. In addition, the playful side of the brand will be shown through models that feature captivating design and sporty performance. This is a unique opportunity to discover FIAT’s versatility and pioneering spirit throughout the decades. From iconic models such as the Fiat 520 from the 1920s and the Fiat Scia concept car of 1993, which showcased the brand’s ability to explore new technical and stylistic borders, to the Fiat Vanzic electric concept of 1995, which anticipated urban electric mobility. Equally iconic are the Fiat 500 “C” Giardiniera Legno, the versatile 600 Multipla, and the Panda Militare Steyr Puch. These models embody the search for a balance between space, cost, and practicality, adapting to commercial, civil, and military use. The stars of the show will also be the sporty Uno Turbo Trofeo, the Panda Jolly, the 500 Barbie Edition, designed for the lovers of style and pop culture, culminating with the exclusive Fiat Qubo Spiaggina. The exhibition will be on Fridays and Sundays at 10:30 am and 3:30 pm, and on Saturdays at 10:30 am, 3:30 pm and 6:00 pm. To access the exposition, a reservation is required at the following [link](#).

The exhibition will continue at the Centro Storico FIAT with the exposition of unreleased material selected together with ISMEL (Institute for the Memory and Labor Culture of Business and Social Rights).

Turin, November 14th, 2024

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