



## Towbin Fiat of Las Vegas introduces Fiat 500c GQ



### **Special to Drive**

Towbin Fiat of Las Vegas introduces the 2014 Fiat 500c GQ Edition, which is marketed to the modern man.

The Fiat 500c GQ Edition, the first vehicle to be branded by Condé Nast and GQ, is styled after the quintessential GQ man's athletic, tailored look.

This limited-production car incorporates a turbo engine with a sleek design to appeal to the modern man, with a distinctive "GQ 500" badge on the side panel to drive home the branding.

On the outside, the Fiat 500c GQ Edition differs from the Fiat 500c by integrating larger air intakes for the 1.4-liter multi-air turbo engine, performance-styled side sills to create a more athletic profile and 16-inch five-spoke aluminum wheels.

On the inside, premium materials, exclusive color treatments and top-of-the-line threading details create a sophisticated, stylized look.

“The limited-edition GQ Fiat is really cool and fun to drive,” said Fiat of Las Vegas co-owner Josh “Chop” Towbin. “To me, they handle and drive like a little Ferrari.”

The dealership, at 2550 S. Jones Blvd., has this classically designed car in stock and ready to sell.

Towbin Fiat of Las Vegas, the Towbin Automotive Group’s newest dealership, has been named No. 1 in the nation in sales multiple times.

Towbin Fiat is open 9 a.m. to 8 p.m. Monday through Friday, 9 a.m. to 9 p.m. on Saturday and can be reached at 702-900-3428.

Towbin Automotive is the largest provider of Dodge, Chrysler, Jeep, Rams, Fiats in Nevada and the only automotive group to offer Aston Martin, Bentley and Rolls Royce in Las Vegas.

For more information on Towbin Automotive and its dealerships, visit [www.kingofcars.com](http://www.kingofcars.com), follow @TowbinLasVegas on Twitter or like them on Facebook at [www.facebook.com/towbinautomotive](http://www.facebook.com/towbinautomotive), [www.facebook.com/prestigechryslerjeepdodge](http://www.facebook.com/prestigechryslerjeepdodge), [www.facebook.com/pages/flat-of-las-vegas/141928735869364](http://www.facebook.com/pages/flat-of-las-vegas/141928735869364) and [www.facebook.com/towbinmotorcars](http://www.facebook.com/towbinmotorcars).

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