

I am a You Tube commercial hunter. With the wonderful new technology that graces even the most basic cable or satellite services, television viewers no longer have to endure the onslaught of commercial advertisements that break up our beloved shows. I'll be honest though – I enjoy commercials...for the most part. I like knowing what new products are out there. More so, I like making fun of certain commercials (why does KIA think giant rodents driving their cars will prompt anyone to go buy one) and I like finding those hidden gems, the companies that really nail a commercial. We no longer have to wait for the Super Bowl for high quality commercials as companies seem to be able to do more with less. But with the joy that is the DVR, we skip over commercials and thus miss the magic. That is why I turn to You Tube these days – to watch commercials (too much free time, I know).



I came across one of those hidden gems just the other days from the fine folks at FIAT. I knew little about the Italian car designers until I saw their commercials and did some research. The new lines of FIAT 500's, which had their debut at the 2012 L.A. Auto Show this past November, are electric. I am really planning to go electric once our current cars breathe their last, especially with the gas prices continuing to climb. Plus, electric cars have come a long way since their infancy.

Fiat states that its new electric car effectively combines zero local emissions driving and "iconic Italian design." The 500e is powered by a 111-hp (83 kW) electric motor and floor-mounted 24 kWh lithium-ion battery pack that provide up to 80 miles (129 km) of range (100 miles/161 km in the city), 147 lb-ft of torque and a top speed of 85 mph (137 km/h). Fiat estimates that the 500e will boast 108 mpg-e combined, making it one of the most efficient and cleanest, cars on the road.

An electric minicar may never be the equivalent of a V8 sports car when it comes to driving excitement, but Fiat thinks the car will be more fun to drive than competitors.

FIAT stated in a press release, "Other EVs are benign and lifeless until the accelerator is pressed. In keeping with its sporty, fun-to-drive character, the Fiat 500e incorporates a 'creep' feature, which launches the car smoothly and assuredly as soon as its brake pedal is released, just like a vehicle powered by an idling engine."The battery pack will take less than four hours to charge with a 240-volt Level 2 charger or about 24 hours with a 120-volt charger.

Electric cars aren't for everyone, which is a good thing for anyone outside of California where the 500e will be sold. That being said, FIATs 'regular', non-electric cars are just as stylish and sporty as their competitors. To talk to some of the best FIAT experts in the DFW area, hop on over to [Holt FIAT of Hurst dealership](#).