



## **Fiat Topolino Vilebrequin Collector's Edition**

### **Two Riviera Icons Letting Summer Dreams Take the Wheel**

- The result of a collaboration between FIAT and Vilebrequin, the new Topolino Vilebrequin Collector's Edition celebrates this Summer season with a distinctive style inspired by the nautical world and carefree spirit of the Riviera.
- Crafted in limited models with artisanal care, this full-electric Collector's Edition is perfect for cruising the sun-drenched streets of a seaside town.
- Rooted in a shared appreciation for quality and design, this partnership combines Vilebrequin's fine craftsmanship with FIAT's signature flair for style.
- A pioneer in redefining the microcar segment, the Topolino has become the category leader by accelerating its transformation from combustion engines to electric mobility.

Some encounters feel inevitable. When two icons of the Riviera meet, one born under the Italian sun, the other on the shores of Saint-Tropez, the result is pure Mediterranean magic. FIAT and Vilebrequin have come together to shape a dream: the Topolino Vilebrequin Collector's Edition, a special version of the most-coveted microcar, is a celebration of style, spontaneity, and that timeless sensation of neverending Summer by the sea.

"The new Topolino Vilebrequin Collector's Edition is our most refined, artisanal, and special edition yet. Each single model has been handcrafted and created to embody a lifestyle shaped by the Mediterranean Riviera, from Saint-Tropez to Capri. For over fifty years, Vilebrequin has elevated beach culture into becoming an art form, and this special Topolino reflects that spirit. Ever since we introduced the 500e, we have always believed that beauty has the power to drive change. And with this edition, FIAT and Vilebrequin are both committed to making

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sustainability joyful and desirable, sharing this common responsibility with elegance. This is one of the main reasons why designing this piece represented a natural extension of our shared values” stated **Olivier François, CEO of FIAT and Global CMO of Stellantis.**

“As a longtime admirer of the Fiat 500’s witty, free-spirited aesthetic—and a firm advocate for joyful, sustainable living that protects Vilebrequin’s ocean playground—I couldn’t be happier to see this collaboration come to life. The Fiat Topolino Vilebrequin Collector’s Edition is both fully electric and a perfect match for our breezy, carefree spirit.

At Vilebrequin, barefoot luxury is a lifestyle that reaches beyond impeccably crafted swimsuits and beachwear. We aim to make vacation an everyday art form, infusing each getaway with elegance and playfulness. And so we wanted FIAT lovers to personalize their ride to the beach—with a selection of sand-ready accessories and Vilebrequin collector’s stickers. This encounter between the Fiat Topolino and our iconic sea turtle gave rise to a high-quality, lower-impact, and perfectly whimsical design—the definitive summer toy, and the perfect witness to sun-soaked memories still to come” adds **Roland Herlory, CEO of Vilebrequin**

FIAT and Vilebrequin are undeniably both Riviera icons. Since 1971 Vilebrequin has dressed generations for Mediterranean Summers, while FIAT has long embodied the Italian idea of good living thanks to its tradition of sun-loving vehicles, from the 500 DolceVita to the Riva and also the Spiaggina’58. Together, they capture the emotional essence of the coastline, merging visions of beauty, freedom, and purpose. Even their names speak the same language. In French, “Vilebrequin” means “crankshaft”, a charming nod to mechanics and movement.

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And while today's Topolino no longer needs a crankshaft, it symbolizes something greater: the world and lifestyle that Vilebrequin represents.

The new Fiat Topolino Vilebrequin Collector's Edition is a tribute to lightness of spirit, design and impact. Hand-customized in a limited run for Italian and French clients, it is a love letter to la dolce vita, full-electric, adaptable to both agile in city centers and seaside escapes.

From the outside, its two-tone white and Marine Blue livery immediately evokes the crisp geometry of striped umbrellas, sailing canopies, and retro swimsuits dancing in the breeze. The soft top folds back like a sunhat. At the rear equipped with a specially crafted carriage and built-in shower turn every moment into a barefoot, beach-toweled delight. Even the special keyring carries Vilebrequin's iconic turtle, as the enduring guardian of the oceans since 2000. Each vehicle also includes an exclusive welcome kit, featuring the turtle keychain and a welcome letter personally signed by Olivier François, CEO of FIAT & CMO of Stellantis Global, and Roland Herlory, CEO of Vilebrequin, adding a personal touch to this unique experience.

And with the interiors, the story continues. The seats are upholstered with the Vilebrequin logo, while chrome kick-plates gleam softly beneath your feet. Instead of ordinary floor mats, this Collector's edition features nautically inspired teak detailing, sourced from an automotive supplier that brings yacht-inspired craftsmanship into the world of micro-mobility. The DolceVita Box adds an extra touch of whimsy and elegance, patterned with Vilebrequin's unmistakable flair.

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The Topolino Vilebrequin is not only a refined design object, but a symbol of how emotional engagement can lead to sustainable choices.

In just a few years, the electric Topolino has reshaped the micro-mobility segment. While in 2022, 65% of micro vehicles were powered by combustion engines, today over 70% are electric.

This shift was guided by inspiration. FIAT's belief is clear: sustainability is desirability. Through design, emotion, and the language of lifestyle, the brand has consistently shown that responsibility and pleasure are not mutually exclusive. A core vision also shared by Vilebrequin in which sustainability is a state of mind and a longterm commitment to improving every product and its process.

In uniting two icons of Italian and French culture, the Topolino Vilebrequin becomes a symbol of shared values: craftsmanship, joy, and a sustainability rooted in beauty. It offers a refined, original way to embrace a slower rhythm — one where motion is gentle, and living is light. To fully experience the spirit of the Topolino Vilebrequin Collector's Edition, watch the digital video [here](#) and let summer dreams take the wheel.

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