**Lancia at the 2015 Geneva International Motor Show**

* **One of the show’s brightest stars will be the new special Ypsilon “30th Anniversary” series, with which Lancia celebrates one of the longest-running and most extraordinary stories in the motor industry.**
* **After four generations of models and over 2.7 million units sold in Europe, the legendary Fashion City Car continues to fascinate with its sophisticated style and unconventional class.**
* **Another model to shine on the Swiss catwalk will be the Ypsilon ELLE, a top of the range performer that explores the borders of Fashion in its quest for innovative metropolitan shapes and trends.**
* **“30th Anniversary” and “ELLE” are two special series that will act to boost the car which Italian women love more than any other.**
* **The stand will also feature a multimedia exhibition highlighting the peaks of the Ypsilon fairytale.**

Lancia has chosen Geneva as its stage for presenting “30th Anniversary” Ypsilon, the new special series launched by the brand to celebrate one of the longest-running success stories in the motor industry. Backed by the heritage of its four generations of invention and the over 2.7 million cars sold throughout Europe, Ypsilon yet again shows its talent for intercepting customers’ desires by enlivening its offer with numerous special series which brilliantly ride the tides of trend.

Another addition to the range of the only “fashion city car” of its kind whose allure never fades, thanks to its sophisticated style and unconventional class. But beneath this elegant “Made in Italy” appearance lies all the strength and substance of a car which provides superb engine performance, especially in terms of emissions and fuel consumption, as demonstrated by technological jewels like TwinAir, Multijet II, Ecochic (LPG and Methane Turbo) and Start&Stop. A car which also excels in comfort and ease of use, thanks to irresistible advantages like its Magic Parking system, its automatic climate control and the Blue&Me system with steering-wheel controls.

Four creative product generations and more than 2.7 million happy European buyers demonstrate Ypsilon’s skill in evolving constantly over its 30 years on the road to becoming an icon of Lancia style. The secret of such longevity lies above all in the deep bond it has established with feminine taste. After all, women – more than men – see their car as an expression of their own personality, like a dress chosen for its beauty, its fashionable stylishness and its ability to make them feel secure in any situation. Lancia’s iconic status as a symbol of extraordinary elegance and success springs from this appeal, and the result is that Italian women have chosen it more than any other car in its market segment… none of which compromises its attractiveness for men, who represent 30% of its buyers.

In Geneva, the public will be able to admire two examples from the new special “30th Anniversary” series: the first attired in the exclusive and highly original Ultramarine Blue paintwork, matched with interiors in Castiglio Fabric Beige, and the second in a two-tone colouring scheme in GLAM Powder Pink and VULCANO BLACK – the latter on the tailgate, exactly as it was in 1985 on the very first Y10 – matched with an elegant interior in Castiglio Fabric Black.

One model is fitted with an 85 HP 0.9 TwinAir petrol engine, the other with a dual fuel 80 HP 0.9 Turbo TwinAir Methane engine. Both the models on display come with a generous range of standard features including automatic climate control systems, electric side mirrors, ESC, Radio CD MP3, Blue&Me system with steering wheel commands, fog lights, leather-trimmed steering wheel and gearlever boot, electronic rear window commands, and 15”diamond-effect gloss black alloy wheels.

Also gleaming in the spotlight will be the top-of-the-range Ypsilon "ELLE" series, an exclusive line launched a few months ago through the renewed partnership with the magazine Elle, itself a major reference point for women eager for information on previews and new trends in fashion, style and wellbeing. A sumptuously refined Ypsilon “ELLE” will feature on in the stand in Geneva, in dazzling triple-layered GLACÉ White, with gleaming 16” diamond-cut effect alloy wheels, Elle “Houndstooth” patterning on the pillars plus burnished chrome detailing on door handles, fog light frames, radiator grille and “Ypsilon” and “Elle” logos.

**The “30th Anniversary” Ypsilon**

This new special series features a celebrative badge on the pillars, specially designed by the Lancia Style Centre, and also refined Ultramarine Blue bodywork created exclusively for the “30th Anniversary” series. Also available on request is a version with a sheer black tailgate… a quotation from the first model, launched in 1985.

All this is rendered even more alluring by the jet back 15” diamond-effect alloy wheels. The interior features an eye-catching steering wheel with radio controls, the Blue&Me system and the elegant black or beige Castiglio Fabric linings which exude the exclusive class of a car which will undoubtedly seduce connoisseurs of Lancia quality and innovation.

Available as from March in European dealerships, the new “30th Anniversary” special series offers standard 15” alloy wheels, ESC stability system, manual climate control, radio-CD-MP3 with Blue&Me technology, controls on steering wheel and chrome exhaust terminal. Engines range from the 69 HP 1.2 Fire EVO II and the 69 HP 1.2 Fire EVO II LPG, through the 85 HP 0.9 TwinAir with manual or automatic gears, to the 95 HP Turbodiesel 1.3 Multijet II and the 80 HP 0.9 Methane Turbo TwinAir.

Among the numerous activities organised to celebrate the Ypsilon’s thirtieth birthday, it is worth noting the “YpsilonTellers” initiative, conceived by the Bitmama *digital agency* in collaboration with Feltrinelli and supported by Maxus media network. The aim? To pay homage to Ypsilon through the testimony of people who – from 1985 to today – have chosen and loved this very lovable car. Online from March, the “YpsilonTellers” platform will offer all users the possibility of sharing in a treasure-trove of Ypsilon memories, with the daily possibility of winning Feltrinelli shopping vouchers. The site will also offer a literary competition providing aspiring writers with the chance of creating a TV format, an e-book or a printed book.

The new “30th Anniversary” series adds a new element to the already rich variety of the Ypsilon range, positioned somewhere between the youthful “Elephant” series and the top of the range “ELLE”, both launched in 2014 and embodying Lancia’s vocation for continuously updating its offer in line with the latest trends and fashions. In this sense, all the Special Series form an integral part of the history of Lancia and particularly of Ypsilon: never simply exercises in style, they extend the personalities of each model, connecting with new customer targets and offering broader customer choices.

**Ypsilon “ELLE”**

The new Ypsilon "ELLE" represents the ultimate in Lancia elegance, inspired above all by the world of fashion. Reflecting the Ypsilon’s positioning as a "fashion city car" which continuously reinvents itself, this new version renews the collaboration launched in 2010 between Lancia and the “ELLE” brand – a dynamic reference point for women hungry for previews and insights into developments in fashion, style and wellbeing – responsible for the famous first edition of the Ypsilon “ELLE” which went down so unforgettably well all over Europe.

On the strength of this success, Lancia today relaunches the new Ypsilon "ELLE", exploring the most contemporary interactions between Fashion and Style in a quest for innovative metropolitan lines and trends. Deluxe examples can be seen in the new pearlescent Glam Powder Pink bodywork paint or the original burnished multichrome finishing effect on chrome surfaces, as well as the exclusive combination of Alcantara and leather: classic Lancia elegance. Indeed, Alcantara® has featured in all four Ypsilon generations.

In more detail, the new special series can be dressed in three different sumptuous liveries: Pearlescent GLAM Powder Pink, triple-layered GLACÉ White and the super-chic two-tone Glam Powder Pink/Vulcano Black. The same Glam Powder Pink adds gleam to the 16" alloy wheels (available as optional extras on the Glam Powder Pink and Glam Powder Pink / Vulcano Black versions), while a sophisticated burnished multichrome treatment embellishes both the "ELLE" logo on the car's wheel arches and various bodywork elements: the radiator grille and the door handles, the 'Ypsilon' signature on the tailgate and the fog light surrounds… plus body-coloured mirror fairings (in gloss black in the two-tone version) and the refined Houndstooth pattern on the exterior pillars.

This model’s assertive personality also reigns in its interiors, as shown by the highly individual upholstery of the seats with cushion and backrest in black Alcantara boasting electro-welded “ELLE” graphics and Powder Pink leather bands with black top stitching. Powder Pink is also featured on the door panels, the dashboard fascia and the edges of the mats. A delicious colour combination of black leather and Powder Pink top stitching elegantly covers the steering wheel and gear lever boot. Further exclusive detailing enhances the Alcantara front headrests and the Glam Powder Pink key cover, both boasting an “ELLE” logo. On top of this, Lancia, Alcantara and the Milan Polytechnic have collaborated to create an exclusive collection of fashion accessories in Alcantara dedicated to the Ypsilon “ELLE”, created by two young designer-lecturers on the Polytechnic’s Fashion Design degree course.

All this makes it clear that the Lancia Style Centre team has focused superbly on the use of quality materials and sophisticated colour combinations typical of the Ypsilon “ELLE”. Indeed, colour has never been just a matter of abstract aesthetics for the Ypsilon: it is an integral part of a product philosophy combining elegance, glamour, personality, playfulness, zest, style and an endless appetite for a delightful variety of customisation options.

The Ypsilon ELLE has multiple engine options… the 69 HP 1.2 Fire EVO II, the 69 HP 1.2 Fire EVO II LPG, the 85 HP 0.9 TwinAir with manual or automatic gearbox, the 95 HP 1.3 Turbodiesel MultiJet II and the 80 HP 0.9 Methane Turbo TwinAir. Standard equipment includes automatic climate control, electric side mirrors, ESC, CD MP3 radio with steering wheel controls and leather trim for the steering wheel and gear lever boot.

**A thirty-year-old success story**

A car’s success is the result of a winning gamble, of a flash of stylistic inspiration married to study and awareness of taste trends, evolving customer needs and research into market projections and competitor models. In other words, deciding on a difficult but ambitious recipe which will be judged by the severest of judges: time.

With four model generations behind it, and over 2.7 million cars sold across Europe, Ypsilon has evolved brilliantly over its 30-year lifetime as an icon of Lancia style. Part of the credit for this goes to the numerous Special Series that have updated Lancia’s city car over the years, each time also expressing a prestigious partnership or a specific technological or stylistic significance.

***First Generation: Y10, the original (1985 – 1995)***

In March 1985, at the Geneva Motor Show, fruit of a collaboration between “Pininfarina”, “Giugiaro” and the Fiat “Style Centre”, the first Y10 was presented to the specialised press.

Sold in Europe with the Lancia brand name, and in Italy, France and Japan under the Autobianchi brand, this innovative city car overturned classic small elite car standards both for its novel wedge-shaped design (granting it a Cx of 0.31, one of the lowest drag coefficients in its category) and for its revolutionary F.I.R.E. engine, as well as for the omega configuration of its rear axle and for its daring colouring schemes featuring – whatever the main bodywork colour – an opaque black tailgate.

Its standard fittings were certainly worthy of a higher category: power-operated windows, central locking, split rear seats, power-operated glass roof opening and electronically-controlled air conditioning with led display.

One year later the Y10 4WD was launched, unique in among its competitors in offering an electropneumatic command to insert 4-wheel drive and also a free rear wheel system when using front-wheel drive.

More Y10s were made than any other Lancia model, and it was the brand’s highest-selling car in Italy: in 1987 no less than 150,000 were registered in its native country alone. This model is remembered for various superb special series: FILA (1985), Martini and Missoni (1987), Ego (1991), Mia and Avenue (1992), Ville and Sestriere (1994), each of which attracted a particular customer target towards the model thanks to its specific individual features.

***Second Generation: Lancia Y, strengthening the concept of “made-to-measure luxury” (1996 -2003)***

1996 saw the presentation of the Lancia Y, an even more elegant product with an assertive personality. A car distinguished by a totally new bodywork shape (the “four arches” design) which was original and intriguing while also echoing Lancia lines from the past such as the Ardea and the Appia.

The Lancia Y was an instant hit with the public, especially with women. Larger and more comfortable than the preceding generation, the Y series is remembered for its innovative “Kaleidos” project (offering buyers the possibility of personally choosing their car’s colour from over 100 different metallised colours), its “Soft Touch” interiors, and a dazzling variety of accessories and optional fittings. Another striking innovation was the central position of its dashboard, which would remain a distinctive feature of successive Ypsilon generations.

Among the outstanding special series of this generation were the Blue Elephant and the Red Elephant (1997), the Cosmopolitan (1998), the Dodo (2001) and the Vanity and Unica (2002).

***Third Generation: Lancia Ypsilon, the fashion city car (2003-2011)***

Launched in 2003, the diminutive flagship model was inspired by the Lancia Ardea of 1939, especially the rear view, reinterpreted in a dynamic modern key, which established a status as the ultimate “fashion city car”.

The outstanding elements of this car were the spacious elegance of its lines and the extraordinary allure of its interior materials, a combination frequently described by owners as feeling like “a mobile sitting room”… a sensation heightened by the two-tone vintage-inspired colour-schemes.

This model also came with a Multijet Turbodiesel engine, which on the MOMODESIGN Sport version boasted 105 HP, at the time the most powerful diesel engine in the B segment.

At the same time, with the Ypsilon Lancia also focused on ecological factors, presenting a LPG-powered version named ECOCHIC which combined environmental respect, style and elegance in motion.

Among its more memorable special series were: Passion (2003), B-Colour (2004), MOMODESIGN (2005), MOMO Sport (2007), Moda Milano (2008), Versus (2009) and ELLE (2010).

***Fourth Generation: Lancia Ypsilon (2011 – today)***

The fourth Lancia Ypsilon generation was presented at the 81st Geneva Motor Show in a renewed version still reworking the lines of the Lancia Ardea in a modern key but also drawing inspiration from its elder brother the Lancia Delta.

Charismatic beauty and ongoing allure gleam from this sophistically stylish car, along with unconventionally zestful class… but also more generous dimensions and a wider appeal. Here, for the first time, the Ypsilon comes in a 5-door version, in order to offer greater comfort to those seduced by its charm, technological performance and unique Lancia style.

This model comes with a wide range of engine options, notably the innovative 80 HP TwinAir Methane turbo and the 1.2 LPG version of the ECOCHIC series. Among its outstanding special series have been: Black&Red (2011), Elephant ’13 and MOMODESIGN (2013), Elephant ’14 and "ELLE" (2014). And now comes the new Ypsilon “30th Anniversary” special series, to further enrich the range with a new style variation.

**The Lancia Stand**

The elegant Lancia stand offers the public a fascinating multimedia exhibition reviving memories of the three previous generations of the Lancia Ypsilon. Visitors will be able to listen on multilingual smartphones to a narration illustrating the images on the walls. Meanwhile, videos of thirty years of Lancia advertising will be shown on large monitor screens, portraying the uniqueness and character of the Lancia image and its extraordinary testimonials.

A boldly original stand installation that evokes striking symbolisms while illustrating the countless product innovation milestones along the road travelled by this ground-breaking “fashion city car”: from “the robot woman and the city of the future” campaign that launched the first Y10 in 1985 to the unveiling of the latest commercial on the model’s thirtieth anniversary, which will receive its preview viewing at the Geneva show.

The stand will also dedicate space to presenting previews of various merchandising products connected with the “30th Anniversary” Ypsilon – created in collaboration with Mopar, Fiat Chrysler Automobiles’ brand division devoted to services, Customer Care, original spare parts and accessories for FCA brands.

Visitors can round off their stand experience by exploring presentations and explanations of the products offered by FCA Bank, the financing division specialized in the automobile sector. This company operates in the main European markets – and in Switzerland with FCA Capital Suisse SA – driven by a single mission: to support the sales of vehicles made by all FCA’s brands through innovative financial products offering powerful added value services, aimed at the dealership network, private customers and companies.