

Press release

A multimedia power house

Alpine Electronics Europe demo car

Fiat 500 CUP



Compact dimensions, trendy design, and plenty of power. No, we're not talking about the Fiat 500 this time, but about the innovative technology inside the new Alpine demo car. But what's so special about this MS Design-refined model (which, by the way, is number 5 of a limited edition of 100)? Manfred Stengl and his team completely revamped the interior and installed all multimedia components visibly and in the order of the signal path, thus presenting the structure of the system in a comprehensible manner.

The HIFI power base for the speedy 100 hp mini is a PDX-5, the latest innovation in Alpine's compact amplifier series. Its rich five channels deliver sonic accuracy and drive the Fiat's entire multimedia system. 4 x 75 watts (RMS) power two pairs of Alpine SPX-17PRO component 2-way speakers whose special feature, a frequency diplexer with phase correction, creates a convincing sound stage in the vehicle. The PDX-5's fifth (bass) channel mobilizes 300 watts (RMS) that are channeled into a power efficient 10" SWS-1043D subwoofer. For optimal sound the vehicle body was fitted with Bimast Bomb mats from Standartplast turning the Recaro Sportster CS seats into relax recliners.



In the front an IVA-W505R mobile media station is effectively presented in the re-designed dashboard. With the large and contrast-rich WVGA display the new Alpine 2 DIN device also provides an optimal playback platform for videos, whether on iPods or DVDs. Via an interface it integrates the vehicle display and the steering remote control thus facilitating an ergonomic, safe, and convenient Moniceiver operation even if the driver manages an iPod with several gigabytes of music. But the IVA-W505R mobile media station does not only impress in terms of input. Its output is remarkable as well. Among the highlights is the upgrade option for a low-cost attached PXA-H100 sound processor to deliver impressive IMPRINT sound quality by utilizing sophisticated sound technologies such as Audyssey's MultEQ.



It is actually quite simple: All vehicle interiors are different with regard to size, geometry, and materials. To produce quality sound not only the size of a car matters.



Important are also the materials used such as fabric or leather, and how the seats and other "acoustic barriers" are arranged. Until recently, these sound-impairing factors could be adjusted only with many hours of fine-tuning and manual measuring by HIFI professionals. With IMPRINT Alpine now offers a device that automatically tunes the car's interior sonic environment to perfection which not only reduces the initial system setup and professional fine-tuning to less than a half hour but also provides a significantly enhanced sound stage and tonal balance.

The Fiat's electric system also includes state-of-the-art micro processor electronics: With a specially programmed PLC a voltage monitor prevents total battery discharge. Manfred Stengl and his team installed an AIV Green Power, a high capacity battery with a powerful continuous current supply. This manufacturer also supplied the entire wiring, fiber glass mats, resins, and filler materials.

However, the Fiat does not get upstaged so easily by all this technology. Therefore, MS Design put the body into a special "track suit". The front spoiler with large honeycomb inserts turns the "cute city cruiser" into a passing lane speedster. This is emphasized also by the seamless transitions into the stylized fender flares that merge beautifully with the sturdy side molding and the well-proportioned lower rear panel. Sporty 17" light-alloy rims and a stylish tailpipe top the package and make the Fiat look and sound great outside as well!

MS Design about the 500 series:

The 500 series lends itself perfectly for sporty alterations. With this base blending Italian lifestyle and state-of-the-art technology our designers had fun, and the results speak for themselves.

With the limited Fiat 500 Cup series MS-Design offers an attractive car for young and sporty drivers. The comprehensive design package includes an aggressive honeycomb front spoiler that makes a powerful impression in the rear view mirror of those ahead. The side molding merging cleverly into the fender flares forms a continuous dynamic line from front to rear. The rear look is highlighted by a lower tail panel and single tailpipe. And the roof wings brings the Fiat 500 Cup back to the ground. 17" light-alloy rims give the Fiat 500 Cup the necessary stability, and the 3-part decor underlines the car's visual appearance.

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