

Ancient, modern and timeless

Each issue, we hand over a Fiat 500L to a local IAM group with one request: take it on a two-week tour of the most scenic drives in your area. This time, it's members of Swansea Bay group

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access Fiat 500L. We 'try' the three different heights of the boot floor, while the sliding rear seats 'convert' our drivers to this intelligent car's multipurpose features. The car's design gains admiring looks from onlookers, while the boot easily takes our IAM events canopy.

with the demanding, undulating roads. The bold 17-inch alloy wheels and quiet Goodyear four seasons tyres enable us to glide over the numerous cattle grids.

6) Swansea Bay and Gower Peninsula – Antonio Ruggiero

Like the Fiat 500L, I am proudly Italian. So I explored somewhere often compared to the romantic Gulf of Naples – Swansea Bay. Both locations have an attractive sweeping curve and, further back from the coast, they rise up steeply.

Having sampled the local trattoria at Mumbles Head, the undulating country roads to Port Eynon on the Gower Peninsula beckon. The well-suppressed noise levels underline the car's build quality. Pausing frequently for coastal views, the stop-start technology works easily and effectively, reducing emissions in the UK's first Area of Outstanding Natural Beauty. *Day's Of Swansea provided the car.*

5) Brecon Beacons – Darren Hounsell and Rod Ashley

The imposing beauty of the Brecon Beacons links heavily populated, industrial South Wales to the peace of rural Mid Wales. Our drive comprises wonderfully swooping and curving roads from Dan-yr-Ogof caves north to the Beacons and down past the Penderyn whisky distillery, affording magnificent views in all directions from the high driving position. The taut handling and well-spaced gears create a positive driver experience, and the willing 1.6 MultiJet diesel copes superbly



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south-west Wales. On this flat plain in 1130, Cistercian monks founded an imposing abbey, whose ruins are now visible from the Heads of the Valleys road near the western end of the M4. In contrast to the slow pace and other worldliness of life in the abbey grounds, the Fiat 500L proved a nippy motorway performer, the torque being delivered powerfully, confidently, and with smoothness and flair, yet providing relaxed performance in sixth gear near the legal limit.

4) Parc y Scarlets, Carmarthenshire – Ian Guy

The new rugby season beckons us west in this high-spec car to the iconic bronze statue outside the flagship stadium, commemorating local hero Ray Gravell. This gentle giant, even as depicted here in his swashbuckling style, would have found plenty of head, shoulder and legroom in this deceptively spacious and ingeniously designed, easy-



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1) Cardiff Bay – Rod Ashley

A century ago, Cardiff Bay exported coal to the world. Today, it is transformed into a state-of-the-art cultural, media and political hub. From the eco-friendly Welsh Assembly Senedd building to the striking copper-fronted Millennium Centre, the Bay provides a wonderful maritime visitor attraction. In between the white-timbered Norwegian Church (associated with Cardiff-born Roald Dahl) and the new BBC studios, lies the Doctor Who Experience. We travelled smoothly in our own Tardis – the Fiat 500L Trekking, affording a spacious and smooth ride, with superb all-round visibility.

2) Dylan Thomas Festival, Swansea – Frederick Amner

Marking the centenary of Dylan's birth, his home city is staging an array of commemorative exhibits, literary festivals and concerts. With multiple events around the area each day, negotiating the steep

streets of Dylan's native Uplands is no problem for the punchy 1.6 MultiJet diesel. It sails up from the 'heron-priested' seashore to enjoy the sweeping, panoramic views from the heights of Cwmdonkin Park. Its stop-start facility and light controls make easy work of negotiating the city traffic and it pulls away smoothly on even the steepest gradients.

3) Neath Abbey – Darren Hounsell

Since ancient Briton and Roman times the Neath area has been a vital crossing point into



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Top: Millennium Centre, Cardiff. Above: Dylan Thomas Theatre, Swansea. Below: Neath Abbey



FIAT 500L



The Fiat 500L is the big brother of its smaller sibling, the Fiat 500. The stylish and versatile car has been designed for people who don't want to sacrifice style and personality for practicality.

With five doors and 400 litres of boot space, the Fiat 500L is bigger than the Fiat 500, but shares the smaller car's looks and numerous personalisation options.

There's a choice of four low-emission engines with start-stop as standard on TwinAir and MultiJet.

The 500L has been awarded a top-rated five stars in Euro NCAP crash tests. It comes with six airbags and electronic driver aids such as stability control and a system that brakes the car automatically if it senses an impending collision.

The interior is full of neat touches, like bag holders and extra storage. It also has a three-position floor.

To find out more, go to fiat.co.uk/fiat-500l/discover

WIN A FIAT 500L FOR YOUR GROUP!

What you get: Fiat 500L for two weeks, full tank of fuel, plus £200.

How to get it: In no more than 100 words, tell us about the places and events the car will be going to. Email those suggestions to iamprizedraws@thinkpublishing.co.uk by 15 December 2014.

What you do if you win: Surprise us. Share the car around members of your

IAM group to get a cross-section of drivers, events and activities.

What we want: Short write-ups from five or six group members with a couple of high-res photos. Take it on a favourite drive, a scenic spot or an activity – one that showcases the local area.

What we don't want: A car test or review. You can talk about features but in context of what you're doing.

Terms and conditions: 1) This promotion is open to UK residents who are over 18 years of age and are an IAM member. 2) Employees of the promoter, their family members and anyone professionally connected with this promotion are not eligible to enter. 3) Entry to this prize draw is free. One entry per person only. Illegible, damaged or late entries will not be accepted. 4) The prize is use of Fiat 500L for two weeks (14 days), including full tank of fuel and £200 spending money. There is a mileage limit of 1,500 and drivers must be 21 or over. 5) The prize is non-returnable and non-refundable. No cash alternative. 6) By entering this prize draw, the participants agree to be contacted by the promoter in connection to this prize draw. 7) All drivers must be UK residents with a valid driving licence. 8) The named driver (whose nomination was selected by editor) will receive the vehicle at their home address. 9) Dates are subject to availability and will be arranged between promoter and winner. 10) The promoter ensures all data is stored and handled according to Data Protection Act 1998. 11) Promoter: Fiat Group Automobiles UK Ltd, Fiat House, 240 Bath Road, Slough SL1 4DX. 12) Prize draw will take place on 15 December 2014.



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The scenic Gower Peninsula. Top: Ray Gravell statue. Inset above: in the Brecon Beacons