



ZS-53-YB

CE CE **682509**

#227

**Fiat
Croma i.e.
(1991)**

**Norev
771052**

Period: 1985-1996
Built: c. 438,000

Engine: 2.0-litre 4-cylinder
Power: 116 PS
Top speed: 191 km/h
Price: fl. 39,950

Predecessor:
Fiat 132 / Argenta
Successor:
-

Date acquisition:
14/04/2017

Approx. first plate Approx. last plate
PG-13-VR **PJ-FZ-19**



FIAT



gli anni novanta



A light green Fiat Croma may not have been to everyone's taste, but at least it represented an original and unconventional choice at a time when boring silver Opel Omegas or dark blue Ford Scorpios probably were the most likely rivals. Although this colour was indeed available and is often seen in press photos, I cannot imagine many were sold in this hue.

The Fiat Croma was introduced in 1985 as one of the four cars of the collaborative "Tipo Quattro" project between Fiat and General Motors that also resulted in the Saab 9000 (1984), the Lancia Thema (1984) and the Alfa Romeo 164 (1987). Although at first sight it appears to be a conventional four-door saloon, the Croma has in fact a large fifth door/tailgate, providing access to its capacious boot. Like two of its siblings, the Lancia Thema and Saab 9000 – the Fiat Croma's styling was undertaken in Giugiaro's ItalDesign studio. Only the Alfa Romeo 164 was designed by Pininfarina instead. On the conclusion of its 12,000-mile test with a Croma 2000 Turbo i.e., AutoCar noted: "Park the Croma alongside the Saab and the similarities are immediately apparent; the doors, for example, are identical. Both have that distinct 'Euro-bland' look to them, but despite the magic pen of Giorgio Giugiaro having been waved over the Croma I think it is the Saab that looks the better of the two. The Fiat is in no way offensive visually, just a little ordinary".

Although it proved to be reliable, The Croma never became a particularly popular car. Perhaps the Fiat badge – associated more with charming and inventive small cars – lacked appeal in the market for mid-size luxury vehicles where other non-premium manufacturers several years later would also struggle. In the Netherlands, where large Fiats were never popular, the Croma was particularly handicapped, as its name was better known for a common frying butter than for a car. Although the Croma (961) outsold the Lancia Thema (663) and Saab 9000 (806) platform siblings in the Netherlands in the example year of 1991, the Alfa Romeo 164 proved more popular (1,465). However, none of the Tipo Quattro models could quite match the popularity of French rivals (the Citroën XM, Peugeot 605, and Renault 25 sold over 2000 each) or the German establishment (Ford Scorpio 4,099; Opel Omega 6,323).



Fiat Croma's front and rear doors are identical to those on the Saab 9000.



Opel Omega: even less exciting but sold much more.



The Croma was part of the "Tipo 4" project that also spawned the Alfa Romeo 164, Saab 9000, and Lancia Thema