



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's January Sales in Italy

FCA's January sales in Italy outperformed the market average with total passenger car sales up 11.4% year-over-year, compared with 10.9% for the industry overall. Jeep posted another outstanding monthly performance, with sales increasing 388.3% over January a year ago and market share up 150 basis points to nearly 2%, reflecting the significant contribution of the new Jeep Renegade. The Fiat and Alfa Romeo brands also registered year-over-year sales increases. FCA models continued to dominate, with the Panda, 500L, Punto, Ypsilon and 500 once again taking the top five positions for the month. Very positive results also for the newly-launched 500X, which is already one of the most popular cars in its segment with an 11.1% share for the month.

The Italian auto market closed January with new vehicle registrations up 10.9% over January a year ago to more than 131,000 units. **FCA** outperformed the market, with January sales up 11.4% to more than 37,000 vehicles and share increasing to 28.3% (+10 bps).

This result was attributable to the contribution of the new Jeep Renegade and Fiat 500X (launched in January) together with the continued success of models such as the Fiat Panda, Lancia Ypsilon and the Fiat 500 family. FCA models held the top five positions, with the Fiat Panda ranking number one in sales, followed by the Fiat 500L, Fiat Punto, Lancia Ypsilon and Fiat 500.

Fiat brand posted January sales of more than 27,000 vehicles (+9.5%) and a market share of 20.65%. The year started very positively for the brand: the Panda held its number one ranking, with nearly 9,500 units sold, followed by the 500L (~60% segment share) and the Punto in third position. The 500 was in fifth position for the month and, together with the Panda, accounted for a combined 57.4% share of the A segment. The newly-launched 500X is already one of the top selling vehicles in its segment with an 11.1% share. The 500X's second open door weekend attracted large numbers of customers to dealer showrooms with positive results also for sales of other Fiat brand models.

Lancia posted January sales of 5,000 vehicles (-11.3%) and a 3.8% market share. The Ypsilon continued to generate strong demand, ranking as the fourth best selling vehicle in Italy for the month and second in the B segment with a 13.1% share.

Alfa Romeo posted January sales of nearly 2,500 vehicles (+2.6%) with market share at 1.9%.

The Giulietta continued as one of the best selling vehicles in the C segment, increasing share 90 basis points over January a year ago to 11%.



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PRESS RELEASE

Following a record 2014, with worldwide sales passing the one million mark for the first time, **Jeep** started off the new year with continued strong momentum. Italian sales were up 388.3% year-over-year to more than 2,500 vehicles and market share was up 150 basis points to nearly 2.0%.

This extremely positive result was driven by the success of the new Renegade, which, just a few months since launch, is already one of the best selling vehicles in its segment with a 15.2% segment share.

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