



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's June Sales in Italy

In June, FCA posted a 20% year-over-year increase in passenger car sales in Italy, outpacing the industry average for the sixth consecutive month and increasing market share to 28.4%. For the six months year-to-date, FCA posted its highest percentage sales increase in 10 years. The Jeep brand posted another exceptional performance, with June sales up 308.6% over the same month a year ago. Alfa Romeo and Lancia also outperformed the industry, with respective year-over-year sales increases of 17.05% and 22.0%. FCA dominated the Italian rankings, with the Panda, Punto, Ypsilon, 500L and 500 taking the top five positions for the month. On July 3rd, the Fiat brand will mark the launch of the new 500 with two special promotional offers: "500 Night" and "4 Hours of Madness".

For the month of June, new registrations in Italy were up 14.35% to nearly 147,000 vehicles. For the six months year-to-date, new registrations increased 15.2% to 873,000 vehicles.

FCA posted June passenger car sales in Italy of 41,600 units. This represented a 20% year-over-year increase with the Group gaining market share for the sixth consecutive month (+140 bps to 28.4%).

For the year-to-date, Group sales were up 17.0% to more than 248,000 vehicles (also outpacing the industry average) and share increased 45 basis points to 28.4%. This represented FCA's highest first-half percentage sales increase in 10 years.

FCA models dominated the Italian rankings once again with the Fiat Panda, Fiat Punto, Lancia Ypsilon, Fiat 500L and Fiat 500 taking the top five positions for the month.

Fiat brand posted June sales of 30,300 vehicles, representing a 12.6% year-over-year increase and a 20.7% share of the market.

Year-to-date, brand sales totaled nearly 183,000 vehicles (+13.4% year-over-year) and market share was 20.9%.

Following the successful month-long promotion in June, on July 3rd the brand will mark the arrival of the new Fiat 500 with the special "500 Night" and "4 Hours of Madness" promotional offers. From 8pm to midnight on the evening of July 3rd, customers will be offered 50% off on all optional extras on any Fiat brand model in stock. For the new 500, optional extras will be offered free of charge.

The brand's models continued to achieve excellent results in June. The Panda continued as the number one selling car in Italy, with nearly 10,500 units sold, and leader in the A segment, with a 41.6% share. The 500 ranked fifth overall, with June sales of more than 4,000 vehicles, and accounted for a 17.4% share of the A segment. The 500L continued as the best selling Small MPV in Italy with more than 4,900 vehicles sold and a 59.5% segment share. The 500X posted another month of



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sales increases and was leader in the Small SUV segment with a 16.2% share. The Punto retained its leading position in the B segment with nearly 5,800 vehicles sold.

Lancia posted June sales of more than 5,700 vehicles, representing a 22% year-over-year increase. Market share increased to 3.9% (+20 bps).

Year-to-date, brand sales totaled nearly 32,200 vehicles (+6.0% year-over-year) and market share was 3.7%.

With more than 5,600 units sold, the Ypsilon posted another excellent sales performance. It ranked third overall for the month and accounted for a 13.8% share of the Italian B segment.

Alfa Romeo sold more than 2,800 vehicles in June, representing a 17.05% year-over-year increase with market share improving to just over 1.9%.

For the year-to-date, brand sales were up 6.1% to more than 17,000 vehicles and share was 2.0%.

The Alfa Romeo Giulietta continued as one of the top selling vehicles in the Italian C segment with a 10.7% share.

Jeep posted yet another outstanding performance in June with sales up 308.6% to 2,800 vehicles (one of the brand's highest ever percentage increases in Italy). This represented a four-fold sales increase for the brand compared with June 2014. Market share was 140 basis points higher at nearly 2.0%.

For the year-to-date, brand sales were up 269.4% to 16,000 vehicles and share was 1.8% (+130 bps).

This result was driven by the success of the Jeep Renegade, which has established itself as one of the best selling models in the Small SUV segment.

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