



FIAT CHRYSLER AUTOMOBILES

## Comment on FCA's May Sales in Italy

*In May, FCA outpaced the industry average in Italy for the fifth consecutive month with unit sales up 13.4% and market share increasing to 28.5%. The Jeep brand posted another strong month with sales up 184.0% year-over-year. The Fiat brand also outperformed the industry with sales up 13.1% year-over-year on the back of results for the Panda, 500, 500L and the all-new 500X. The Panda, Punto, 500L and Lancia Ypsilon were the four best selling models in the Italian market in May.*

*Fiat brand will be offering special incentives for the entire month of June.*

For the month of May, new vehicle registrations in Italy were up 10.8% year-over-year to nearly 146,600 vehicles. For the five months year-to-date, sales were up 15.2% to nearly 726,000 vehicles.

**FCA** outpaced the industry average for the fifth consecutive month with May sales increasing 13.4% year-over-year, to 41,800 vehicles, and share up 70 basis points to 28.5%.

For the year-to-date, FCA sales were up 16.3% to more than 206,000 vehicles (also higher than the industry average increase) and share increased 30 basis points to 28.5%.

Five FCA models ranked in the top ten, with the Fiat Panda, Punto, 500L and Lancia Ypsilon taking the top four slots and the Fiat 500 in sixth place.

**Fiat** brand also outpaced the industry with May sales up 13.1% to nearly 30,800 vehicles and share 40 basis points higher at 21.0%.

Year-to-date, brand sales totaled more than 152,000 vehicles (+13.4% year-over-year) and market share was 21.0%.

Following the success of the May incentive program, Fiat decided to launch a new promotional offer valid for the month of June. Under the "Mese Unico Fiat" program, customers will be able to purchase any Fiat brand vehicle at the price of the gasoline version through the new "All for One" finance product designed with FCA Bank. In addition to offering all other models at the gasoline vehicle price, the brand has also frozen prices on all models until June 30.

The brand's models continued to achieve excellent results in May. The Panda was the number one selling car in Italy, with more than 11,100 units sold, and leader in the A segment, with a 41.5% share. The Punto was second overall and first in the B segment with May sales totaling more than 5,500 units. The 500 was second in the A segment with a 17.1% share. The 500L continued as the best selling Small MPV, with a 60.0% share, and ranked third overall. The 500X posted another strong month and ranked among the best selling models in the Small SUV segment.



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PRESS RELEASE

**Lancia** posted May sales of more than 5,200 vehicles, accounting for a 3.6% share of the market.

Year-to-date, brand sales totaled nearly 26,500 vehicles (+3.0% year-over-year) and market share was 3.65%.

The Ypsilon continued the positive trend of recent months, ranking second in the B segment and fourth overall.

**Alfa Romeo** sold more than 3,200 vehicles in May (+5.95%), representing a 2.2% market share.

For the year-to-date, brand sales were up 4.2% to nearly 14,500 vehicles and share was 2.0%.

The Giulietta was among the top selling C segment vehicles for the month.

**Jeep** registered another outstanding performance in May with Italian sales increasing 184.0% year-over-year to just under 2,600 vehicles and market share 110 basis points higher at 1.7%.

For the year-to-date, brand sales were up 261.7% to just under 13,300 vehicles and share was 1.80% (+125 bps).

This result was driven by the success of the Jeep Renegade, which has established itself among the leaders in its segment.

London, 1 June 2015

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