



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's February Sales in Italy

For the month of February, FCA outperformed the Italian auto market with sales up 13.5% year-over-year (vs. 13.2%) to nearly 37,800 vehicles. This was the highest percentage increase since March 2010. All brands contributed to the increase, with Jeep brand sales up 290.6% to nearly 2,500 vehicles and market share 130 basis points higher at 1.8%. FCA models continued to dominate the rankings, with the Panda, 500L, Ypsilon, Punto, and 500 taking the top five positions for the month.

The Italian auto market closed February with new vehicle registrations up 13.2% year-over-year to just under 135,000 units, representing the largest percentage increase in five years. For the two months year-to-date, registrations were up 12.3% year-over-year to nearly 267,000 vehicles.

FCA outperformed the market, with February sales up 13.5% to 37,800 vehicles (the highest increase since March 2010) and share increasing to 28.1%.

FCA also outperformed the market for the two months year-to-date, with 75,000 vehicles sold (+12.5%) and market share at 28.2%.

This result was driven by the continued success of models such as the Fiat 500, 500L and Panda, which have consistently topped the rankings, together with new models, such as the 500X and Renegade, which already rank among the top models in their segment. FCA models held the top five positions, with the Fiat Panda ranking number one, followed by the Fiat 500L, Lancia Ypsilon, Fiat Punto and Fiat 500.

Fiat brand posted February sales of more than 27,000 vehicles, accounting for a 20.2% share of the market. For the year to date, sales totaled more than 54,000 vehicles, an increase of 7.5% over the same period in 2014, with share at 20.4%.

The Panda held its number one ranking, with nearly 9,800 units sold and a 38.4% share of the A segment. It was followed by the 500 with a 17.3% segment share. Combined, the Panda and 500 accounted for more than half of all A segment sales.

The 500L also turned in a strong February performance with sales totaling nearly 5,200 vehicles, making it the second best selling car in Italy overall and the leader in the Small MPV segment with a 61.0% share.

The new Fiat 500X is also climbing rapidly in the rankings and closed February with an 11.0% segment share.

Lancia continued its strong growth in February with 5,200 units sold, representing an 18.2% increase over the same month in 2014 and a 3.9% share of the market. Year-to-date, brand sales totaled more than 10,000 vehicles (+1.7%) and market share was 3.85%.



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The Ypsilon continued to generate strong demand, with February sales up 2.9% over the same month in 2014. The model ranked first in the B segment for the month, with a 14.2% segment share, and was the third best selling vehicle in Italy overall.

Alfa Romeo posted an 18.9% year-over-year sales increase in February with more than 2,800 units sold and market share at 2.1%. Year-to-date, brand sales totaled 5,300 vehicles (+10.8% year-over-year) and market share was 2.0%.

Sales of the Giulietta were up 3.5% over February a year ago and it continued as one of the top selling vehicles in the C segment with an 11.9% share.

Jeep brand posted February sales of nearly 2,500 vehicles, representing a 290.6% year-over-year volume increase and driving market share 130 basis points higher to 1.8%. For the year-to-date, brand sales in Italy totaled 5,000 vehicles (+335.5%), with market share up 140 basis points to 1.9%.

Underpinning that result was the success of the new Jeep Renegade, which is already among the leaders in its segment with a 12.1% share for the month of February. The Jeep Cherokee also turned in a strong sales performance in February, ranking first in its segment with an 11.8% share.

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For further information:

+39.011.0063088

mediarelations@fcagroup.com

www.fcagroup.com