



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's September Sales in Italy

FCA posted September sales in Italy of 36,900 vehicles, representing a 20.3% year-over-year increase and outpacing the industry average (+17.15%) for the ninth consecutive month. Market share was up 75 basis points to 28.4%. The Jeep brand maintained its momentum, with sales increasing 251.1% driven by demand for the new Renegade. The Fiat brand posted a double-digit increase, with continued strong performances for the Panda and the 500 family. Year-over-year sales gains were also posted by Alfa Romeo (+11% for the month) and Lancia (+3.8% for the year-to-date). The Fiat Panda (market leader), Lancia Ypsilon, Fiat Punto, Fiat 500L and Fiat 500X all ranked in the top ten.

In September, new vehicle registrations in Italy were up 17.15% year-over-year to more than 130,000 units. For the nine months year-to-date, new registrations were up 15.3% to 1,196,000 units.

FCA outperformed the industry average for the ninth consecutive month, with September sales in Italy up 20.3% to nearly 36,900 vehicles and market share 75 basis points higher at 28.4%.

For the year-to-date, Group sales were up 17.5% (also above the industry average) to more than 339,000 vehicles and share was 50 basis points higher at 28.4%.

A total of five FCA models ranked among the Italian top ten. The Panda retained its position as overall market leader and continued to dominate the A segment with a 51.7% share (the highest since 2012). Following the Panda were the Ypsilon, Punto, 500L and 500X.

Fiat brand posted September sales of nearly 27,400 vehicles (+23.8% year-over-year), outpacing the average increase for the industry by a significant margin. Market share was 110 basis points higher than September a year ago at 21.0%.

Year-to-date, brand sales totaled 250,000 vehicles (+14.3% versus January-September 2014) and market share was 20.9%.

The brand's models all achieved another month of strong results. The Panda continued as the number one selling car in Italy, with 13,700 units sold. The 500 family also turned in a strong performance, with the 500L and 500X both ranking in the top ten, with sales of 3,000 and 2,900 units respectively.

Lancia posted September sales of just under 4,500 vehicles with market share at 3.45%. Year-to-date, brand sales totaled nearly 43,700 vehicles (+3.8% year-over-year), accounting for a 3.65% share of the market.

The fifth generation of the Lancia Ypsilon was presented at the Frankfurt Motor Show in mid-September and there was an increase in customer orders driven in part by open house events at dealerships across the country. In fact, the Ypsilon was the



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second best selling car overall for the month, with nearly 4,500 vehicles sold. In addition, it continued as leader in the B segment with a 12.7% share.

Alfa Romeo sales were up 11.0% in September to nearly 2,600 vehicles and market share was 2.0%.

For the year-to-date, brand sales were up 7.8% to 23,700 vehicles and share was 2.0%.

The Alfa Romeo Giulietta continued as one of the top selling vehicles in its segment with nearly 2,000 units sold and share at 11.4%.

Jeep posted another outstanding performance with September sales up 251.1% to nearly 2,500 vehicles and market share 130 basis points higher at 1.9%

For the year-to-date, brand sales were up 261.9% to 22,100 units and share was 1.85% (+130 bps).

The Renegade continued as one of the most popular Small SUVs, with September sales of nearly 1,900 vehicles and a 12.7% segment share.

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For further information:

+39.011.0063088

mediarelations@fcagroup.com

www.fcagroup.com