



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's July Sales in Italy

In July, FCA outperformed the industry average in Italy, with sales up 4.8% (vs. 2.9% for the industry) to more than 39,200 vehicles. Market share increased 50 basis points to 28.8%. By brand, sales were up 18.7% for Jeep, 6.1% for Alfa Romeo and 4.3% for Fiat. Lancia brand sales were in line with the prior year. FCA continued to dominate the Italian rankings with six models in the top ten and eight in the top twelve. These included the Fiat Panda, Lancia Ypsilon and Fiat Punto (top three for the month), as well as the Fiat 500L, Fiat Tipo, Fiat 500X, Fiat 500 and Jeep Renegade. The Fiat Tipo also ranked number one its segment.

FCA outperformed the industry in July, with sales up 4.8% year-over-year (+2.9% for the industry) to more than 39,200 vehicles.

Group market share was 50 basis points higher at 28.8%.

For the seven months year-to-date, FCA posted unit sales of nearly 343,000 vehicles, representing an increase of 19.9% (vs. 17.1% for the industry), with market share 70 basis points higher at 29.1%.

All major models contributed to the increase and FCA dominated the monthly rankings once again: the Fiat Panda, Lancia Ypsilon and Fiat Punto took the top three slots. They were joined in the top ten by the Fiat 500L (5th place), Fiat Tipo (7th) and Fiat 500X (8th). Including results for the Fiat 500 and Jeep Renegade, a total of eight FCA models ranked in the top twelve.

Fiat brand outperformed the industry in July, with sales up 4.3% year-over-year to nearly 29,300 vehicles and market share 30 basis points higher at 21.5%.

Year-to-date, brand sales totaled 252,400 vehicles (+19.7%) with share up 50 basis points to 21.4%.

All brand models contributed positively. The Panda continued as market leader, with nearly 11,000 vehicles sold and a 50% share of the A segment. The 500L ranked fifth overall and first in the Small MPV segment with a 59.6% share. The Tipo ranked seventh overall and it was the best selling model in the C segment with a 16.5% share. The 500X with ranked eighth overall for the month and was first in the Small SUV segment with an 18.9% share. The Punto ranked third overall and, in the B segment, it ranked second only to the Lancia Ypsilon. Finally, the Fiat 124 Spider led its segment with a 27.3% share.

Lancia posted July sales of nearly 4,500 vehicles, in line with the prior year, and market share was 3.3%.

Year-to-date, brand sales were up 19.25% over the same period in 2015 to more than 43,700 vehicles and market share was 10 basis points higher at 3.7%.

The Ypsilon was the second best selling model in Italy in July and first in the B segment with a 12.3% share.



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PRESS RELEASE

Alfa Romeo posted July sales of nearly 2,700 vehicles, outperforming the market with a 6.1% year-over-year increase. Market share was 10 basis points higher at 1.95%. Year-to-date, brand sales totaled nearly 21,700 vehicles (+9.3% year-over-year) and market share was 1.8%.

The Giulietta continued as one of the best selling C-segment vehicles (9.2% share) and, with strong order volumes, the Giulia continued to gain momentum in the D segment.

Jeep continued its strong momentum with sales up 18.7% over July a year ago to nearly 2,800 vehicles. Market share was up 30 basis points year-over-year to 2.05%. For the year-to-date, brand sales in Italy totaled 25,000 vehicles (+35.3% over the same period in 2015), with market share up 30 basis points to 2.1%.

The Renegade was second in the Small SUV segment, just behind the Fiat 500X, with a 14% share and more than 2,300 vehicles sold for the month. Orders in July were up 108% year-over-year.

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