



FIAT CHRYSLER AUTOMOBILES

## Comment on FCA's January Sales in Italy

*In Italy, FCA outperformed the industry for the thirteenth consecutive month, with January sales climbing 19.8% (vs. an industry average of 17.4%) and market share reaching 28.8%. The Fiat and Jeep brands also outperformed the industry, with year-over-year sales increases of 19.7% and 47.6%. In addition, Jeep achieved a 2.4% share for the month, its highest ever in Italy. Alfa Romeo posted an 11.7% increase in January sales, while Lancia brand sales were up 10.3% year-over-year. The January trade-in campaign proved highly successful and has been extended for a further month. FCA models dominated the rankings once again with the Fiat Panda, Lancia Ypsilon, Fiat 500 and Fiat 500X taking the top four positions. The all-new Fiat Tipo also got off to a strong start, ranking among the top five C-segment models in Italy.*

**FCA** outperformed the Italian market for the thirteenth consecutive month, with January sales up 19.8% to nearly 44,700 vehicles, compared with an industry average of 17.4%. Market share was 60 basis points higher at 28.8%.

These results reflected continued strong demand for existing FCA models, together with excellent results for the all-new Fiat Tipo (more than 1,300 vehicles sold in January) and the trade-in campaign run by the Fiat, Lancia and Alfa Romeo brands. Due to its success, the campaign has been extended to February.

Five FCA models ranked in the Italian top ten in January. The Fiat Panda, Lancia Ypsilon, Fiat 500 and Fiat 500X took the top four slots and the Fiat 500L joined them in seventh place.

**Fiat** brand also outpaced the industry average, with January sales of nearly 32,600 vehicles. This 19.7% year-over-year increase also drove market share 40 basis points higher to 21.0%.

The year got off to a very positive start with continued strong demand for all brand models. The Fiat Panda led the A segment, with a 44.7% share and nearly 13,400 units sold. Following close behind was the Fiat 500, with a 15.4% segment share. The other models in the 500 range were also segment leaders in January. The 500L accounted for a 53.8% share of the Small MPV segment, with more than 4,200 units sold. The 500X held a 23.0% share of the Small SUV segment, with January sales totaling 4,400 units. After its first full month of sales, the all-new Tipo is already among the top five in the Italian C segment with a 6.7% share and more than 1,300 units sold. Also contributing to the brand's results were the Qubo and Doblò, which dominated their segment with a combined 47.9% share.

Four brand models – the Panda, 500, 500X and 500L – ranked in the top seven for the month.

**Lancia** brand posted January sales of nearly 5,600 units (+10.3% year-over-year), with market share at 3.6%.



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The Ypsilon started the year as number one in the B segment (13.8% share) with nearly 5,600 vehicles sold.

**Alfa Romeo** posted January sales of nearly 2,800 vehicles (+11.7% year-over-year) with market share at 1.8%.

The Giulietta continued as one of the best selling vehicles in the C segment with a 12.0% share.

Following a record 2015, with global sales of nearly 1.3 million vehicles (up from 1 million in 2014), **Jeep** started the new year with continued strong momentum. January sales were up 47.6% year-over-year to nearly 3,800 vehicles and market share was 50 basis points higher, reaching an all-time high in Italy of 2.4%.

Driving the growth was the Jeep Renegade, which posted January sales of more than 3,200 vehicles. Already established as one of the most popular vehicles in its category, in January the Renegade held a 16.7% of the Small SUV segment.

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