



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's June 2016 Sales in Italy

In June, FCA outperformed the industry average in Italy for the eighteenth consecutive month, with sales up 13.6% (vs. 11.9% for the industry) to nearly 47,500 vehicles. Market share increased 40 basis points to 28.7%. June was a very positive month for Alfa Romeo, which posted a 34.1% sales increase and its highest market share in two years. Contributing to this result was the launch of the all-new Alfa Romeo Giulia, already among the best sellers in its segment. Year-over-year sales gains were also posted by Jeep (+20.3%) and Fiat (+13.9%). FCA continued to dominate the Italian rankings with the three best-selling models for the month (Fiat Panda, Fiat 500L and Lancia Ypsilon) and a total of six models in the top ten. June also saw the launch of the Fiat 124 Spider, which immediately took the lead in its segment with a 39.9% share.

In Italy, **FCA** outperformed the industry for the eighteenth consecutive month, with sales up 13.6% year-over-year (vs. 11.9% for the industry) to nearly 47,500 vehicles. Group market share was 40 basis points higher at 28.7%.

For the six months year-to-date, FCA posted unit sales of more than 303,400 vehicles, representing an increase of 22.1% (vs. 19.15% for the industry), with market share 70 basis points higher at 29.1%.

All major models contributed to the increase and FCA dominated the Italian rankings once again in June. The Fiat Panda, Fiat 500L and Lancia Ypsilon took the top three slots and the Fiat 500, Fiat Punto and Fiat 500X also placed in the top ten.

Fiat brand outperformed the industry once again in June with sales up 13.9% year-over-year to nearly 34,700 vehicles and market share 40 basis points higher at 21.0%. Year-to-date, brand sales totaled more than 223,000 vehicles (+22.0%) with share up 50 basis points to 21.4%.

All of the brand's models contributed positively. The Panda continued as market leader, with more than 11,600 vehicles sold and a 42.0% share of the A segment. The 500 posted June sales of 4,400 units, accounting for a 15.9% share of the A segment and ranking as the sixth best-selling model in Italy overall. With June sales of more than 6,000 units, the 500L was second only to the Panda and leader in the Small MPV segment with a 66.4% share. Also in the top ten were the 500X, with nearly 3,900 units sold (Small SUV segment leader with a 19.6% share), and the Punto, with more than 4,200 units sold.

The new Tipo has already established itself as one of the most popular vehicles in the C segment, with nearly 2,500 vehicles sold in June and a 10.5% segment share. The 124 Spider also debuted as leader in its segment with a 39.9% share.

Lancia posted June sales of 5,600 vehicles, accounting for a 3.4% share of the market.



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Year-to-date, brand sales were up 21.9% over the same period in 2015, to more than 39,200 vehicles, and market share was 10 basis points higher at 3.8%.

The Ypsilon continued to drive brand results, ranking third in June overall with 5,600 units sold and first in the B segment with a 12.9% share.

Alfa Romeo posted June sales of more than 3,800 vehicles, a year-over-year increase of 34.1%. Market share was 40 basis points higher at 2.3%, representing the best monthly share in two years.

Year-to-date, brand sales totaled 19,000 vehicles (+9.7% year-over-year) and market share was 1.8%.

The Giulietta continued as one of the best selling C-segment vehicles, but attention was on the all-new Giulia launched during the month and already among the leaders in the D segment with a 12.0% share.

Jeep continued its strong momentum with sales up 20.3% over June a year ago to nearly 3,400 units. Market share was 10 basis points higher at 2.0%.

For the year-to-date, brand sales in Italy totaled more than 22,100 vehicles (+37.6% over the same period in 2015), with market share up 30 basis points to 2.1%.

With nearly 2,800 vehicles sold during the month, the Jeep Renegade continued to drive the brand's sales. The model ranked second in the Small SUV segment (just behind the Fiat 500X) with a 14.0% share.

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