



FIAT CHRYSLER AUTOMOBILES

## Comment on FCA's May 2016 Sales in Italy

*In May, FCA outperformed the industry average in Italy for the seventeenth consecutive month with sales up 33.3% (vs. 27.3% for the industry) to 55,900 vehicles. This represented the highest percentage increase in May sales since 2006. Market share increased to 29.8%, the highest May level in three years. All brands posted positive results, with sales up 60.9% year-over-year for Jeep, 38.0% for Lancia, 33.0% for Fiat and 7.1% for Alfa Romeo. FCA continued to dominate the Italian rankings with the three best-selling models for the month and a total of six models in the top ten. These included the Fiat Panda, Fiat 500L, Lancia Ypsilon, Fiat Punto, Fiat 500 and Fiat 500X.*

In Italy, **FCA** outperformed the industry for the seventeenth consecutive month, with sales up 33.3% year-over-year (vs. 27.3% for the industry) to nearly 56,000 vehicles. This represented the best May percentage sales increase since 2006. Group market share improved 140 basis points to 29.8%, the highest level since May 2013.

For the five months year-to-date, FCA posted unit sales of more than 255,800 vehicles, representing an increase of 23.8% (vs. 20.5% for the industry), with market share 80 basis points higher at 29.2%.

All major models contributed to the increase and FCA continued to dominate the Italian rankings with the three best-selling models (Panda, 500L and Ypsilon) for the month and a further three (Punto, 500 and 500X) in the top ten.

**Fiat** brand posted a 33.0% increase in May sales, to more than 41,000 vehicles, with market share nearly a full percentage point higher at 21.9%.

Year-to-date, brand sales totaled nearly 188,300 vehicles (+23.5%) with share up more than 50 basis points to 21.5%.

All brand models performed strongly with five positioned in the top ten and two ranking first and second for the month. The Panda continued as market leader, with 14,000 vehicles sold and a 44.2% share of the A segment. Also ranking in the top ten was the 500 which, together with the Panda, secured the brand a 60% share of the A segment. The 500L was the second best-selling car in Italy for the month and led the Small MPV segment with a 67.4% share. The Punto ranked fifth overall and third in the B segment with a 10.0% share. With nearly 4,800 vehicles sold, the 500X continued to lead the Small SUV segment with a 21.0% share. The new Tipo registered another month of strong sales ranking as one of the most popular vehicles in the C segment, with an 11.2% share, and fast approaching the top ten.

**Lancia** posted May sales up 38.0% to 7,200 vehicles, with market share 30 basis points higher at 3.8%.

Year-to-date, brand sales were up 27.0% to 33,600 vehicles and market share was 20 basis points higher at 3.8%.



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The Ypsilon continued to generate strong demand ranking third in May overall and first in the B segment with a 14.3% share.

**Alfa Romeo** posted May sales of nearly 3,500 vehicles, a year-over-year increase of 7.1%, with market share at 1.85%.

Year-to-date, brand sales totaled 15,200 vehicles (+4.8% year-over-year) and market share was 1.7%.

The Giulietta continued as one of the best selling C-segment vehicles with a 9.1% share. It is expected that in the coming months the new Giulia, which just had its first open door weekend, will further strengthen brand sales.

**Jeep** continued its strong momentum, with sales up 60.9% over May a year ago to more than 4,100 units. Market share was 50 basis points higher at 2.2%.

For the year-to-date, brand sales in Italy totaled more than 18,800 vehicles (+41.2% over the same period in 2015), with market share up 30 basis points to 2.1%.

With more than 3,500 vehicles sold during the month, the Jeep Renegade continued to drive the brand's overall performance and it ranked second in the Small SUV segment (just behind the 500X) with a 15.5% share.

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