



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's April Sales in Italy

In April, FCA outperformed the industry average in Italy for the sixteenth consecutive month, with sales up 12.15% (vs. 11.5% for the industry) to more than 48,700 vehicles. By brand, sales were up 25.5% for Lancia, 23.6% for Jeep and 10.1% for Fiat. FCA continued to dominate the Italian rankings with six models in the top ten. These included the Fiat Panda, Lancia Ypsilon, Fiat Punto, Fiat 500X, Fiat 500L and Fiat 500. With nearly 3,000 units sold in April, the new Fiat Tipo has already established itself as one of the most popular vehicles in its segment.

In Italy, **FCA** outperformed the industry for the sixteenth consecutive month, with April sales up 12.15% year-over-year (vs. 11.5% for the industry) to more than 48,700 vehicles. Group market share was 20 basis points higher at 29.2%.

For the four months year-to-date, FCA posted unit sales of nearly 200,000 vehicles, representing an increase of 21.3% (vs. 18.6% for the industry), with market share 65 basis points higher at 29.1%.

All major models contributed to the increase and FCA continued to dominate the Italian rankings with a total of six models in the top ten. These included the Fiat Panda, Lancia Ypsilon, Fiat Punto, Fiat 500X, Fiat 500L and Fiat 500.

Fiat brand posted another strong monthly performance with sales up 10.1% year-over-year to nearly 35,800 vehicles and share at 21.4%.

Year-to-date, brand sales totaled more than 147,000 vehicles (+21.0%) with share increasing 40 basis points to 21.4%.

All of the brand's major models contributed positively. The Panda continued as market leader, with more than 13,700 units sold and a 46.2% share of the A segment. The Punto was the third most popular model in Italy, with 6,250 units sold and a 13.5% share of the B segment. The 500 family turned in another solid monthly sales performance with all three models ranking in the top ten. Both the 500X and 500L led their respective segments with shares of 19.7% and 57.4%. In the A segment, the 500 was second only to the Panda with a 12.5% share.

In addition, the new Tipo has already established itself as one of the most popular C-segment vehicles with nearly 3,000 units sold in April. The upcoming release of the 5-door and station wagon versions – both presented to the international press today in Turin – are expected to generate additional demand.

Lancia also posted strong growth in April, with sales up 25.5% to more than 6,900 vehicles and share 50 basis points higher at 4.15%. Year-to-date, brand sales were up 24.3% to 26,400 vehicles and market share was 20 basis points higher at 3.8%.

The Ypsilon continued to generate strong demand, ranking second in Italy overall and first in the B segment with a 14.9% share.



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PRESS RELEASE

Alfa Romeo posted April sales of more than 2,700 vehicles, with market share at 1.6%. Year-to-date, brand sales totaled 11,700 vehicles (+4.1% year-over-year) and market share was 1.7%.

The Giulietta continued as one of the best selling C-segment vehicles with a segment share of nearly 8.3%.

Jeep continued its strong momentum, with sales up 23.6% over April a year ago to more than 3,300 units. Market share was 20 basis points higher at 2.0%. For the year-to-date, brand sales in Italy totaled more than 14,600 vehicles (+36.4% over the same period in 2015), with market share up 30 basis points to 2.1%.

With nearly 2,900 units 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 13.8% share.

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