



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's September Sales in Italy

In September, FCA outperformed the industry average in Italy once again with sales up 20.49% (vs. 17.43% for the industry) to more than 44,600 vehicles. Market share increased more than 70 basis points to 29.03%. For the nine months year-to-date, FCA sales were up 20.24% year-over-year, compared with 17.44% for the industry. By brand, sales were up 47.25% for Alfa Romeo (with the Giulia already among the best selling premium D-segment vehicles in Italy), 46.08% for Jeep, 18.4% for Lancia and 16.02% for Fiat. FCA continued to dominate the Italian rankings with five models in the top ten. These included the Fiat Panda, Lancia Ypsilon and Fiat 500L (ranked in order as the top three), in addition to the Fiat 500 and Fiat 500X.

In Italy, **FCA** outperformed the industry once again in September, with sales up 20.49% (industry average of 17.43%) to more than 44,600 vehicles. Group market share was more than 70 basis points higher at 29.03%.

For the nine months year-to-date, FCA posted unit sales of more than 400,000 vehicles, an increase of 20.24% over the same period in 2015 (+17.44% for the industry). Market share was 68 basis points higher year-over-year at 29.04%. All major models contributed to the increase and FCA dominated the monthly rankings once again with a total of five vehicles in the top ten. These included the Fiat Panda, Lancia Ypsilon and Fiat 500L (top three), Fiat 500 and Fiat 500X.

Fiat posted September sales of more than 31,800 vehicles, a year-over-year increase of 16.02%. Market share was substantially in line with September a year ago at 20.75%. Year-to-date, brand sales totaled more than 299,000 vehicles (+19.65% year-over-year) with share approximately 50 basis points higher at 21.28%. All major models posted a strong performance. The Panda continued as the number one selling car in Italy, with more than 12,200 units sold, and it led the A segment with a 44.8% share. The 500L ranked third in Italy overall and dominated its segment with a 64.4% share. The Fiat Tipo was one of the most popular vehicles in the C segment, with more than 2,900 vehicles sold and a 13.3% share. The Fiat 500X ranked among the top ten for the month and led its segment with a 19.2% share. Finally, the Fiat 124 Spider was the best-selling vehicle in its segment with a 21.5% share.

Lancia posted September sales of more than 5,300 vehicles (+18.4%) and share increased to 3.46%. Year-to-date, brand sales totaled more than 51,500 vehicles (+17.97%) and market share was 3.66%. The Lancia Ypsilon was the second best selling model in Italy in September and first in the B segment with a 13.1% share.

Alfa Romeo posted September sales of more than 3,800 vehicles, representing a 47.25% year-over-year increase. Market share was 50 basis points higher at 2.47%. Year-to-date, brand sales totaled more than 27,000 vehicles (+14.37%) and market share was substantially



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in line with the same period in 2015. The Giulietta continued as one of the best selling C-segment vehicles (9.2% share). With constant growth in order volumes, the Giulia has also established itself among the best selling premium D-segment vehicles.

Jeep posted another strong monthly performance, with sales up 46.08% to nearly 3,600 vehicles and market share 50 basis points higher at 2.34%. For the year-to-date, brand sales in Italy totaled more than 30,000 vehicles (+37.72% over the same period in 2015), with market share up 30 basis points to 2.17%. The Renegade was second in its segment, just behind the Fiat 500X, with a 16.1% share and nearly 3,000 vehicles sold for the month.

London, 3 October 2016

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