



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's March Sales in Italy

In Italy, FCA posted another strong monthly sales performance in March with market share reaching 30.1%, the highest since January 2013. FCA posted March sales of more than 68,000 units, a year-over-year increase of 21.3% compared with 18.2% for the industry. All brands contributed to the increase, with sales up 46.1% for Alfa Romeo, 26.3% for Jeep, 19.8% for Fiat and 16.45% for Lancia. FCA continued to dominate the rankings with a total of seven models in the top ten. With more than 8,300 units sold, the Fiat Tipo was the second best selling model overall, just behind the Fiat Panda, and first in the C segment. Also in the top ten were the Lancia Ypsilon (third overall and first in the B segment), the Fiat 500 (fourth overall), the Fiat 500X and 500L (first in their respective segments) and the Fiat Punto. The Alfa Romeo Giulia posted another strong monthly performance, while the all-new Stelvio continued to climb the rankings.

FCA outperformed the Italian industry once again in March. In fact, industry sales were up 18.2% to 226,100 vehicles, while FCA posted a 21.3% increase with more than 68,150 vehicles sold during the month. Market share was 80 basis points higher at 30.1%, the highest level since January 2013.

For the three months year-to-date, FCA sales were up 13.9% (+11.8% for the industry) to 172,150 vehicles. Market share was up 50 basis points over the same period in 2016 to 29.6%.

FCA dominated the rankings once again with the top four selling vehicles in March and a total of seven models in the top ten. These included the Fiat Panda, Fiat Tipo, Lancia Ypsilon, Fiat 500, Fiat 500X, Fiat 500L and Fiat Punto.

Fiat brand posted another strong monthly performance with sales up 19.8% year-over-year to 50,400 vehicles and share 30 basis points higher at 22.3%.

Year-to-date, brand sales totaled more than 126,700 vehicles (+13.9%) with share up 40 basis points to 21.8%.

All of the brand's leading models contributed positively. The Panda continued as the best selling vehicle in Italy with more than 17,300 units sold and a 42.8% share of the A segment. With nearly 8,400 units sold, the Fiat Tipo was second overall and leader in the Italian C segment with a 25.5% share and some 5,000 units ahead of its nearest competitor. The Fiat 500 was fourth overall, with March sales totalling 6,700 units, and second in the A segment where it held a combined 59.4% share with the Fiat Panda. The 500X was the eighth most popular model in Italy in March and first in the Small SUV segment with an 18.1% share. The 500L ranked ninth overall and was leader in the Small MPV segment with a 57.5% share. The Fiat 124 Spider was also leader in its segment, closing the month with a 38.3% share.



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PRESS RELEASE

Lancia closed March with 8,300 units sold in Italy, representing a 16.5% increase over the same month in 2016 and a 3.7% share of the market. Year-to-date, brand sales totaled 21,300 vehicles (+9.2% year-over-year) and market share was 3.7%.

The Lancia Ypsilon continued to experience strong demand with more than 8,300 units sold, making it third overall in March and first in the B segment with a 14.1% share.

Alfa Romeo closed the month with sales up 46.1% year-over-year to nearly 4,600 vehicles and market share 40 basis points higher at 2.0%.

Year-to-date, sales were up 32.2% over the same period in 2016 to 11,900 units and market share was 30 basis points higher at 2.04%.

Driving this result was the Alfa Romeo Giulia, already among the leaders in the D segment with a 13.1% share. The all-new Alfa Romeo Stelvio is also climbing the rankings in its segment.

Jeep brand sales were up 26.3% in March to nearly 4,900 units and market share was 10 basis points higher at 2.15%. Year-to-date, sales totaled 12,200 units (+8.6% year-over-year) and share was 2.1%.

The Jeep Renegade continued to drive brand sales in Italy with nearly 4,300 vehicles sold, making it the second best selling vehicle in the Small SUV segment (just behind the Fiat 500X) with a 13.8% share.

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