



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's December and Full-Year 2016 Sales

FCA closed 2016 with very positive sales results in Italy. Full-year sales totaled 528,000 vehicles, representing an 18.4% year-over-year increase compared with 15.8% for the industry. Group market share was the best since 2012 at 28.94%. All Group brands outperformed the industry average, with Jeep sales up 35.0%, Alfa Romeo up 19.2%, Fiat up 17.1% and Lancia up 16.5%. For the month of December, FCA posted a 29.6% market share and outperformed the industry once again.

FCA dominated the 2016 rankings with the three best-selling models in Italy for the year and a total of six models ranking in the top ten. Those models were the Fiat Panda, Lancia Ypsilon, Fiat 500L, Fiat 500X, Fiat 500 and Fiat Punto. In December, a total of seven FCA models ranked in the top ten, including the three best-sellers for the month. In order, they were the Fiat Panda, Lancia Ypsilon, Fiat 500, Fiat 500X, Fiat 500L, Fiat Tipo and Jeep Renegade.

FCA closed 2016 with sales results that outperformed the Italian industry for both the month and the full year.

In fact, the Group sold a total of 528,000 vehicles for the year (+18.4% year-over-year compared with +15.8% for the industry) and market share was 60 basis points higher at 28.94%. This represents FCA's highest market share since 2012. All FCA brands outperformed the industry, with Jeep sales up 35.0%, Alfa Romeo up 19.2%, Fiat up 17.1% and Lancia up 16.5%.

A total of six FCA models ranked in the Italian top ten, including the three best-selling cars of 2016. Those models were the Fiat Panda, Lancia Ypsilon, Fiat 500L, Fiat 500X, Fiat 500 and Fiat Punto.

In December, FCA sales totaled 36,900 vehicles, a year-over-year increase of 14.1% (vs. +13.1% for the industry) with market share 30 basis points higher at 29.65%.

A total of seven FCA models ranked in the Italian top ten for the month. The Fiat Panda, Lancia Ypsilon and Fiat 500, which took the top three slots, were accompanied by the Fiat 500X, Fiat 500L, Fiat Tipo and Jeep Renegade.

Fiat posted December sales of nearly 26,600 vehicles, representing a 12.9% year-over-year increase and a 21.35% share of the market. For the full year, brand sales totaled 385,600 units (+17.1%) and market share was 24 basis points higher at 21.1%.

Five brand models ranked in the Italian top ten for both the year (Panda, 500L, 500X, 500 and Punto) and the month of December (Panda, 500, 500X, 500L and Tipo). The Fiat Panda was Italy's most popular model with nearly 10,000 sold in December (45.3% A-segment share) and more than 145,700 for the year (45.0% A-segment share). The Fiat Tipo continued its upward momentum. It ranked in the top ten in December, with nearly 2,800 units sold, and it was second in the C segment for the year despite only being on sale since June. Results for the 500 family were also positive. The 500 hatchback remained one of the most popular cars in Italy. In December, it ranked third overall and, together with the Fiat Panda, held a combined A-segment share of nearly 61.0%. The 500L also continued as an established top-ten player



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and the most popular mid-size model in Italy with a segment share of 61.5% in December and 59.1% for the year. The 500X also led its segment both in December (20.6% share with more than 3,300 units sold) and for the full year (20.6% share with 46,200 units sold).

Lancia posted December sales of more than 4,300 vehicles, accounting for a 3.5% share of the market. For the year, brand sales totaled 65,700 vehicles (+16.5% year-over-year) with market share at 3.6%.

The Lancia Ypsilon was the second best-selling car in Italy, both in December and for the year, and leader in the B segment with a 13.7% share.

Alfa Romeo posted December sales of 3,000 vehicles, increasing 40.95% year-over-year, and market share was 50 basis points higher at 2.4%. For the year, brand sales totaled nearly 36,400 vehicles (+19.2% year-over-year) and market share was 2.0%.

The all-new Giulia has been rapidly climbing the rankings and reached a 12.9% segment share in December. The Giulietta also continued as one of the most popular vehicles in its segment, posting a 9.0% segment share in December.

Jeep brand sales in Italy totaled more than 3,000 vehicles in December. This represented a 21.9% year-over-year increase and took market share 20 basis points higher to 2.4%. For the year, brand sales were up 35.0% to more than 40,400 units and market share was 30 basis points higher at 2.2%.

The brand outperformed 2015 to post a new annual sales record in Italy. Since 2014, the brand's annual sales have increased from around 10,000 to more than 40,400 units.

These results were primarily driven by the Renegade, which experienced high demand throughout the year. The Renegade closed the year with more than 34,300 units sold and a 15.3% segment share.

London, 2 January 2017

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