



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's June Sales in Italy

FCA posted another consecutive monthly increase in Italy with sales up 12.6% year-over-year to 53,600 vehicles. Sales increased 23.1% for Alfa Romeo, 18.7% for Jeep and 15.8% for Fiat, with each of these brands outperforming the industry average. FCA continued to dominate the Italian rankings with seven models in the top ten. The Fiat Panda, Fiat Tipo, Fiat 500, Fiat Punto and Fiat 500L closed the month as the five best-selling models in Italy. The Fiat Tipo was also leader in the C segment with a share of nearly 25.0%, while the Alfa Romeo Giulia was first in the D segment with a share of nearly 22.0%. In total, eight FCA models were first their respective segments.

FCA posted a 12.6% increase in June sales with 53,600 vehicles sold. Market share was substantially in line with 2016 at 28.6%. With the exception of Lancia, all Group brands outperformed the industry average: June sales were up 23.1% for Alfa Romeo, 18.7% for Jeep, and 15.8% for Fiat.

For the six months year-to-date, FCA posted unit sales of nearly 333,000 vehicles, a 9.65% increase over the same period in 2016 (+8.9% for the industry). Market share was 20 basis points higher at 29.3%.

FCA continued to dominate the sales rankings with the Fiat Panda, Fiat Tipo, Fiat 500, Fiat Punto and Fiat 500L taking the top five positions. The top ten for the month also included the Fiat 500X and Lancia Ypsilon. FCA models led in each of the top selling segments. The Fiat Panda and Fiat 500 were the best-selling A segment vehicles, with the Fiat Punto first in the B segment, the Fiat Tipo in the C segment and the Alfa Romeo Giulia in the D segment. FCA was also leader in the H segment (Fiat 124 Spider), I0 segment (Fiat 500X and Jeep Renegade), L0 segment (Fiat 500L) and P segment (Qubo).

Fiat posted a strong June result, outperforming the industry, with sales up 15.8% year-over-year to nearly 40,300 vehicles and market share 50 basis points higher at 21.5%.

Year-to-date, brand sales totaled more than 246,700 vehicles (+10.55%) with share up 30 basis points to 21.7%.

All brand models contributed positively. The Panda continued as overall market leader, with nearly 12,000 units sold. Together, the Panda and 500 (third overall) accounted for 57.6% of the A segment. The Tipo was the second best-selling model overall, with more than 7,000 vehicles sold and leader in the Italian C segment with a 24.6% share. With nearly 5,000 units sold, the Punto was fourth overall and first in the B segment with a 10.3% share. Also in the top ten for the month were the 500L (nearly 4,900 units sold and first in its segment with a 56.2% share) and the 500X (nearly 4,800 units sold and first in its segment with a share of nearly 20.0%). The 124 Spider was also leader in its segment with a 23.2% share.



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Lancia posted June sales of 4,600 vehicles, accounting for a 2.5% share of the market.

Year-to-date, brand sales totaled more than 37,000 vehicles with share at 3.3%.

The Ypsilon continued in the top ten and was third in the B segment with a 9.5% share.

Alfa Romeo closed June with sales up 23.1% year-over-year to 4,700 vehicles. The brand continued to gain market share, with a 20 basis point increase in June to 2.5%.

Year-to-date, sales were up 32.5% over the same period in 2016 to 25,200 vehicles and market share was 40 basis points higher at 2.2%.

Driving this result were Alfa Romeo's latest models: the Giulia and Stelvio. The Giulia continued as the best-selling model in the D segment with 1,500 vehicles sold and a 21.8% share, while the Stelvio was among the leaders in its segment with a 10.2% share. The Giulietta was also one of the most popular models in its segment with nearly 2,000 vehicles sold and a 6.8% share.

Jeep posted June sales of more than 4,000 vehicles (+18.7%), with a modest year-over-year increase in market share to 2.1%.

Year-to-date, sales totaled nearly 24,000 vehicles (+7.9% year-over-year) and share was 2.1%.

The Jeep Renegade continued to drive brand performance in Italy with 3,600 vehicles sold. It was also the second most popular vehicle in its segment (just behind the Fiat 500X) with a share of nearly 15.0%.

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