



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's February Sales in Italy

In February, FCA sales in Italy were up 6.9% year-over-year, outpacing the industry average of 6.2%. For the two months year-to-date, the Group's Italian sales were up 9.5%, compared with 8.1% for the industry. All brands contributed to the increase, with sales up 22.9% for Alfa Romeo, 6.1% for Fiat, 5.9% for Lancia and 4.2% for Jeep. FCA continued to dominate the rankings with the Fiat Panda, Lancia Ypsilon, Fiat 500L and Fiat 500 taking the top four positions and a total of five models in the top ten. During the open door presentation of the Alfa Romeo Stelvio, the brand's first ever SUV, dealers received more than 25,000 visitors.

FCA posted February sales of 53,700 vehicles in Italy, representing a 6.9% year-over-year increase (+6.2% for the industry). Market share was 20 basis points higher at 29.2%.

For the two months year-to-date, FCA sales were up 9.5% year-over-year (+8.1% for the industry) to 104,000 vehicles. Market share was up 40 basis points over the same period in 2016 to 29.2%.

FCA dominated the rankings once again with a total of five models in the top ten. These included the Fiat Panda, Lancia Ypsilon, Fiat 500L and Fiat 500, which held the top four positions.

Fiat brand sales in Italy were up 6.1% for the month to 38,900 vehicles and market share was stable at 21.2%.

Year-to-date, brand sales totaled more than 76,300 vehicles (+10.1%) with share up 40 basis points to 21.5%.

All of the brand's leading models posted positive results. The Panda held its number one ranking, with nearly 16,000 units sold and a 44.6% share of the A segment. With more than 5,600 units sold, the 500L was third overall and leader in the Small MPV segment with a 63.1% share. The 500 was fourth overall and second in the A segment with more than 5,100 vehicles sold. The 500X ranked seventh overall and was leader in its segment with an 18.7% share. The Fiat Tipo continued as one of the most popular C-segment vehicles with nearly 3,600 units sold during the month.

Lancia brand posted February sales of 7,200 vehicles (+5.9% year-over-year), with market share stable at 3.9%. Year-to-date, brand sales totaled 13,000 vehicles (+3.8% year-over-year) and market share was 3.65%.

The Lancia Ypsilon continued to experience strong demand, ranking second overall in February and first in the B segment with a 15.3% share.

Alfa Romeo closed the month with sales up 22.9% year-over-year to 3,800 vehicles and market share 30 basis points higher at 2.1%.



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PRESS RELEASE

Year-to-date, sales were up nearly 25% over the same period in 2016 to more than 7,300 units and market share was 30 basis points higher at 2.1%.

Driving this result were the Alfa Romeo Giulia, which continues to climb the rankings, and the Alfa Romeo Giulietta, one of the most popular cars in the C segment with a 9.2% share.

Alfa Romeo's first ever SUV also proved very popular during the debut open door weekend (February 25-26) with more than 25,000 people visiting brand dealers and more than 6,000 test drives. With the First Edition version already available, full roll-out of the Stelvio range is expected to further strengthen the already strong performance registered by the brand in recent months.

Jeep brand sales were up 4.2% to 3,800 units and market share was substantially in line with the prior year at 2.1%.

Year-to-date, sales totaled nearly 7,400 units and share was 2.1%.

The brand's top performer was the Jeep Renegade, the second best selling vehicle in the Small SUV segment (just behind the Fiat 500X) with a 14.5% share.

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