

Comment on FCA's September Sales in Italy

In September, FCA sales in Italy were up 5.2% year-over-year to more than 47,000 vehicles, with market share at 28.2%. Group performance for the month reflects the year-over-year result for the Fiat brand. For the nine months year-to-date, Group sales totaled nearly 444,800 vehicles (+8.9%) and market share was 29.0%. Jeep posted a 44.3% increase in September sales, driving market share to an all-time record in Italy of 3.1%. This result was driven by both the Jeep Renegade and Jeep Compass, which is already among the best-sellers in its segment. The Alfa Romeo Giulia and Stelvio continued among the best selling models in their respective segments, with the brand posting a 13.9% sales increase in September. Fiat brand sales were up 2.7% for the month. FCA closed the month with a total of 6 models ranking in the Italian top ten. The Fiat Panda, Fiat Tipo, Lancia Ypsilon and Fiat 500 (top four) were also joined by the Fiat 500X and Fiat 500L (sixth and seventh).

FCA posted a 5.2% increase in September sales with more than 47,000 vehicles sold. Market share was 28.2% for the month. Group performance for the month reflects the year-over-year result for the Fiat brand.

For the nine months year-to-date, Group sales totaled nearly 445,000 vehicles, an increase of 8.9% over the same period in 2016. Market share was in line with the prior year at 29.0%.

FCA dominated the monthly rankings once again in September with the Fiat Panda, Fiat Tipo, Lancia Ypsilon and Fiat 500 taking the top four positions, followed by the Fiat 500X and Fiat 500L in sixth and seventh place.

Fiat brand posted September sales up 2.7% to nearly 33,000 vehicles, with market share at 19.7%.

Year-to-date, brand sales totaled 325,800 vehicles (+8.9% year-over-year) and market share was substantially in line with the prior year at 21.25%.

The major models each posted strong performances. The Fiat Panda continued as the number one selling car in Italy, with more than 12,300 units sold, and a 41.3% share of the A segment. The Fiat Panda and Fiat 500 (fourth overall) accounted for a combined share of nearly 58.0% of the A segment. The Fiat Tipo posted another strong monthly performance, with more than 4,700 vehicles sold, and ranked second overall and first in the C segment (segment share above 20.0%). The Fiat 500X ranked sixth overall for the month and was leader in its segment with a 19.7% share. Following closely behind was the Fiat 500L, which ranked seventh overall and dominated its segment with a share of more than 48.0%.

The Fiat 124 Spider was once again the best selling model in its segment with a 51.3% share. In addition, the Fiat Qubo and Fiat Doblò continued to dominate the MPV segment with a combined 43.6% share.

Lancia posted September sales of nearly 4,700 vehicles in Italy, with market share at 2.8%.

Year-to-date, brand sales totaled nearly 48,800 vehicles and share was 3.2%.

The Lancia Ypsilon was the third most popular model in Italy in September and first in the B segment with a 12.4% share.

Alfa Romeo closed September with sales up 13.9% to more than 4,300 vehicles and market share slightly above the prior year's level at 2.6%.

Year-to-date, sales were up 29.6% over the same period in 2016 to more than 35,100 vehicles and market share was 40 basis points higher at 2.3%.

The Giulia and Stelvio continued among the top three in their respective segments with shares of 11.5% and 10.6% for the month.

Jeep posted September sales of nearly 5,200 vehicles, representing a 44.3% increase. Market share was 80 basis points higher at 3.1%. This is the brand's highest ever market share in Italy.

For the year-to-date, brand sales in Italy totaled more than 35,000 vehicles (+15.0% over the same period in 2016), with market share up 10 basis points to 2.3%.

The Renegade was second in its segment (just behind the Fiat 500X) with a share of 14.8%.

The Compass also posted a strong performance with 18,000 orders already received in the few months since the model's launch. With nearly 1,900 vehicles sold in September, the Compass is already one of the most popular vehicles in its segment with an 8.6% share.

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