FIAT CHRYSLER AUTOMOBILES

PRESS RELEASE

Comment on FCA's August Sales in Italy

In August, FCA sales in Italy were up 15.6% year-over-year to 24,000 vehicles. Market share was in line with the prior year at 28.8%. For the eight months year-to-date, FCA sales were up 9.4%, to nearly 398,000 vehicles, and market share was 29.1%. Both Alfa Romeo and Jeep posted particularly strong results, with August sales up 35.6% and 22.8% respectively. FCA models dominated the rankings once again in August with a total of seven in the top ten. The Fiat Panda, Fiat Tipo and Lancia Ypsilon – which took the top three positions – were also joined by the Fiat 500L, Fiat 500, Fiat Punto and Fiat 500X.

FCA posted a 15.6% year-over-year increase in August sales with a total of 24,000 vehicles sold. Market share was in line with the prior year at 28.8%.
For the eight months year-to-date, Group sales totaled nearly 398,000 vehicles, representing an increase of 9.4%. This was above the industry average increase of 9.1% over the same period. Market share was 29.1% (29.0% in 2016).
All major models contributed to the increase and FCA dominated the monthly rankings once again with a total of seven vehicles in the top ten. These included the Fiat Panda, Fiat Tipo and Lancia Ypsilon (top three), as well as the Fiat 500L, Fiat 500, Fiat Punto and Fiat 500X.

Fiat posted August sales up 13.0% to nearly 16,700 vehicles, with market share at 19.9%.
Year-to-date, brand sales totaled more than 293,000 vehicles (+9.6% year-over-year). Market share was 10 basis points higher at 21.4%.
The Fiat Panda was the market leader, with more than 4,700 vehicles sold in August and a 37.6% share of the A segment. Combined sales of the Fiat Panda and Fiat 500 (sixth overall and second in the A segment) in August gave FCA a 55.0% share of the Italian A segment. With nearly 3,300 vehicles sold, the Tipo was second overall for the month and leader in the C segment (27.2% share). The 500L continued to dominate its segment, with a 49.7% share. The 500X was also first in its segment, with a 16.1% share, and the Punto was once again in the top ten.

Lancia posted a 14.4% increase in August sales, to more than 2,800 vehicles, and market share was in line with the prior year at 3.4%.
Year-to-date, brand sales totaled more than 44,100 vehicles and share was 3.2%.
The Ypsilon continued as one of the most popular vehicles in Italy, ranking third overall and first in the B segment (14.0% share).

Alfa Romeo closed August with sales up 35.6% to nearly 2,200 vehicles – significantly outperforming the industry average once again – and market share was 40 basis points higher at 2.6%.

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Year-to-date, brand sales were up 32.2% to nearly 30,800 vehicles. Market share was 40 basis points higher at 2.25%.
The Giulia and Stelvio continued to drive the brand's strong performance each ranking among the leaders in their respective segments with shares of around 10.0%. The Giulietta ranked third in its segment with an 8.0% share.

Jeep posted August sales of nearly 2,400 vehicles (+22.8% year-over-year), with share 20 basis points higher at 2.85%.
Year-to-date, brand sales were up 11.0% to nearly 29,900 vehicles and share was 2.2%.
The Renegade was second in its segment (just behind the Fiat 500X) with a share of 15.4%.

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