



FIAT CHRYSLER AUTOMOBILES

Comment on FCA's January Sales in Italy

In January, FCA sales in Italy were up 12.3% year-over-year, outpacing the industry average of 10.1%. Market share was 60 basis points higher at 29.3%. Leading the growth were Alfa Romeo and Fiat, which posted respective sales increases of 27.2% and 14.5% for the month. Three FCA models – the Fiat Panda, Fiat 500 and Lancia Ypsilon – topped the Italian rankings once again.

FCA had a positive start to the year in Italy, with January sales up 12.3% (compared with 10.1% for the industry) to more than 50,200 vehicles. Market share was 60 basis points higher at 29.3%.

This result reflects strong sales performance for FCA's leading models, with a total of six ranking in the top ten for the month: Fiat Panda, Fiat 500, Lancia Ypsilon, Fiat Tipo, Fiat 500L and Fiat Punto.

Fiat brand outperformed the industry, with sales up 14.5% to nearly 37,400 units and market share 80 basis points higher at 21.8%.

The brand started the year strong with a total of five models in the top ten. The Fiat Panda and Fiat 500 were the overall best-sellers for the month and accounted for a combined 68.7% of the A segment. The 500L, 500X and Qubo were leaders in their respective segments. The Fiat Tipo also continued its upward momentum in January ranking second in the Italian C segment.

Lancia brand posted January sales of nearly 5,800 units (+4.0% year-over-year) with market share at 3.4%.

The Lancia Ypsilon remained a favorite with consumers, starting the year as leader in the B segment with a 13.1% share.

Alfa Romeo also started the year strong with January sales up 27.2% year-over-year to more than 3,500 vehicles and market share 30 basis points higher at 2.05%.

Driving this result was the Alfa Romeo Giulia, already one of the best selling models in the D segment with a 14.5% share.

Jeep brand sales in Italy totaled nearly 3,600 units, with overall market share at 2.1%. The brand's top performer was the Jeep Renegade, which led its segment with January sales of more than 3,100 units. The upcoming launch of the 2017 Grand Cherokee is expected to further boost brand sales.

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