



## **Advertising, Marketing & Communication Principles**

### **General framework**

As stated in the FCA Code of Conduct, we *“recognize the vital role that honest, clear and effective communication plays in sustaining internal and external relationships and in ensuring high standards in our business.*

*Creating a climate where open, two-way communication flows easily is key to our continued success. We seek to promote understanding between leadership and our workforce as well as between the FCA Group and our stakeholders, our customers, the business community and the public at large. While transparency and honesty are values to which we hold every individual accountable, we also recognize that our continued success hinges on our ability to protect our proprietary information and communicate in a consistent fashion in order to maintain the integrity of our business.”*

### **Introduction**

The FCA global **Principles on Advertising, Marketing and Communication** have been developed to:

- promote an ethical practice of communication and advertising within the Group
- set and maintain standards of honesty, truth, accuracy, fairness and propriety in communication
- provide the criteria for sustainable communication
- form a basis upon which communication is evaluated in response to stakeholder requests

### **Scope of Application**

Principles are applicable to all of FCA’s advertising, marketing and communication activities. These activities may include, but are not limited to, consumer, trade/sales and professional promotions and public relations materials; all forms of advertising and marketing including, but not limited to, television, radio, internet, social media, mobile applications, online games and direct marketing; and other forms of communication.

Advertising, marketing and media communications must comply with all relevant laws/regulations in the local country. In addition, national and local self-regulatory organizations (such as national advertising associations, television network approval guidelines, etc.) which have self-regulatory standards or codes of conduct are considered. To this aim, the Principles are reviewed and revised periodically so they remain current.



The Principles apply to communication by:

- FCA employees, spokespersons, or representatives
- Brands or companies promoting the use of the Group's goods or services.

### **Principles**

1. We strive to create advertising, marketing and other media communications that describe how our vehicles and brands benefit consumers around the world.
2. Processes are in place to review our advertising, marketing and media communications to help ensure that they are truthful and not misleading in context. Our review process is guided by the following:
3. The material characteristics of the product, service or other subject of our advertising, marketing and media communications should be described, depicted or otherwise portrayed in a manner that is accurate and not false or misleading in context.
4. Claims relating to product features and functions should have a sound scientific or engineering basis that allows FCA to substantiate them before they are published or broadcast.
5. Claims relating to environmental impact and social benefit in our advertising, marketing and other media communications should have a sound scientific basis, comply with applicable legislation and regulations, and be easily understood by reasonable consumers or other parties to whom such communications are directed.

### **Communication of the Principles**

FCA aims to communicate the Principles globally and to promote their implementation by the relevant functions (e.g., Marketing, Advertising, Communications, Legal Depts.) as well as by its agencies and suppliers.



**Submitting a Concern**

The FCA Ethics Helpline is available for submitting concerns.

The Online Submission Form can be found on the Ethics Helpline website at this link:

<https://secure.ethicspoint.eu/domain/media/en/gui/102375/index.html>