FCA
INVESTOR DAY
AUBURN HILLS
MAY 6TH-7TH

JEEP BRAND BUSINESS PLAN

Mike Manley
President and CEO of Jeep Brand
ORIGINS AND EVOLUTION

MILITARY HERITAGE
- Go anywhere, do anything
- 1st 4WD SUV

THE JEEP MYSTIQUE
- Recreational vehicle
- Engineering superiority
- Enthusiasts
- Freedom machine
- Jeep Jamboree

REFINEMENT + CAPABILITY
- Refinement & Innovation
- 1st 4WD Auto
- All-New Premium Wagoner
- New Pickup Truck

4WD LEADERSHIP CONTINUES
- 1st 4WD full-time system (Quadra-Trac)
- Cherokee – 2dr sporty model

ALL-NEW JEEP CHEROKEE
- 1st Compact 4dr SUV
- 1st uniﬁframe construction
- 1st shift-on-the-fly with full-time 4WD
- ’93 Grand Cherokee
- Balance of On/Off Road
- Most capable SUV ever

THE NEW BENCHMARK
- 4dr Wrangler
- Entry-level Compass and Patriot
- Introduced 7 4x4 systems

PRODUCT EXPANSION
- Sales Volume
- 1940's: 4 Models
- 1950's: 7 Models
- 1960's: 14 Models
- 1970's: 6 Models
- 1980's: 4 Models
- 1990's: 3 Models
- 2000-09: 6 Models

Source: Sales Industry Reporting System (SIR)
WHAT WE TOLD YOU IN 2009

REVITALIZING AN ICON ON A GLOBAL BASIS

- Focus on Jeep as our lead global brand
- Established a clear vision for brand and product DNA
- Product life cycle management as a priority
- Aspiration to return Jeep to the #1 SUV brand in the world

GLOBAL SALES

<table>
<thead>
<tr>
<th>Year</th>
<th>NAFTA</th>
<th>International</th>
<th>Total</th>
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<tbody>
<tr>
<td>2000</td>
<td>528</td>
<td>76</td>
<td>604</td>
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<tr>
<td>2005</td>
<td>525</td>
<td>84</td>
<td>609</td>
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<tr>
<td>2008</td>
<td>408</td>
<td>89</td>
<td>497</td>
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<tr>
<td>2014</td>
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<td>800+</td>
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</table>

Jeep was the #1 SUV brand in the world through 1990

Today Jeep is #6 in the world and #3 in NAFTA

Objective is to reverse downward trend in NAFTA and to accelerate growth internationally
2009 – 2014 WHAT HAVE WE DONE

BRAND REDEFINED
• Capability plus Driving Dynamics and Fuel Economy
• Launched 3 Limited Editions

ICONS UPDATED
• All New Grand Cherokee - Most Awarded SUV Ever
• Wrangler and Patriot Refreshed
• Launched 2 Limited Editions

70th ANNIVERSARY CELEBRATED
• Grand Cherokee Overland Summit and SRT
• Compass Refreshed
• 70th Anniversary Editions
• Wrangler new powertrain
• Launched 9 Limited Editions

NEW SALES RECORD
• Grand Cherokee Altitude & Trailhawk
• Wrangler Moab
• Liberty Latitude
• Launched 14 Limited Editions
2009 → 2014

**LAUNCHED 5 NEW MODELS, 8 PRODUCT REFRESHES, 47 LIMITED EDITIONS**

**CUMULATIVE INVESTMENT OF €2.9B BETWEEN MANUFACTURING AND PRODUCT**

**2013**

5 Models

**CHEROKEE RETURNS**

- All-New Cherokee
- New Grand Cherokee with 8-speed and EcoDiesel
- 10th Anniversary Rubicon
- Launched 14 Limited Editions

**2014**

5 Models

**GLOBAL BRAND TO NEW HEIGHTS**

- All-New Renegade
- Launched Altitude Editions Across the Range
- Launched Willys Wheeler Wrangler
- Launched 5 Limited Editions to Date
Cumulative growth of 117% through 2013

Export sales grow from 18% to 24% of total

Back-to-back world sales records in 2012 & 2013

85,000 sales in April 2014, highest monthly sales ever in 73 year history

Re-set 2014 sales aspirations from 800k to 1 Million units

MORE TO DO
LEVERS FOR GROWTH

BRAND AND PRODUCT EXTENSION

PROACTIVE LIFECYCLE MANAGEMENT

EXPANSION OF MANUFACTURING FOOTPRINT GLOBALLY

CONTINUED DEVELOPMENT OF JEEP DISTRIBUTION INFRASTRUCTURE
POSITIONING AND CORE VALUES

BRAND POSITIONING
The authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys.

BRAND PROMISE
Provide vehicles that support a lifestyle of boundless freedom, responsible adventure and are reliable, safe, fun and environmentally friendly.

VEHICLES ENABLING LIFE’S EXTRAORDINARY JOURNEYS
CORE VALUES

FREEDOM  Being true to your dreams and working to make them real.

ADVENTURE  The ultimate search for a place where you can be true to who you really are.

AUTHENTICITY  The higher standard pursued in all you do and dream.

PASSION  Stretching your limits to achieve greatness.
CORE CUSTOMERS

ADVENTURER ARCHETYPE

It’s about the journey, seeking out and exploring that which is new, being true to oneself.

DOERS

Live and play in a world full of adventure and extraordinary journeys.

They need authentic gear to conquer the task at hand.

DREAMERS

By far the largest group. Time constrained by family and work, and have little time to actively participate in their dream.

They want authentic gear with the hope that one day they’ll be able to do more and dream less.
BRAND DNA

THE ICONIC BOOKEND WRANGLER

PRODUCT ATTRIBUTES

STYLING

FUNCTIONALITY

CAPABILITY

EXTREME OFF-ROAD

ALL OTHER JEEP PRODUCTS

PRODUCT PRIORITIES

1: CAPABILITY
2: FUNCTIONALITY
3: DYNAMICS / FUEL ECONOMY

(All models capable of achieving Trail Rated)
TRAIL RATED – A CURRENCY OF CAPABILITY

TRACTION
Trail-Rated Traction Helps Maintain Controlled Forward Motion In Snow, Ice, Sand and Mud.

ARTICULATION
When one or more wheels are elevated, the 4x4 system helps the other wheel(s) maintain ground contact longer to move steadily ahead.

MANEUVERABILITY
Precision steering and optimized wheelbase allow for expert navigation at all times.

GROUND CLEARANCE
Optimal approach, departure and breakover angles to clear logs, rocks and uneven ground.

WATER FORDING
Additional electrical and body seals and a high air intake location, to traverse water up to 20-inches deep.
<table>
<thead>
<tr>
<th>ADVENTURE RANGE</th>
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<tbody>
<tr>
<td><strong>EVERYDAY ADVENTURE</strong></td>
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<tr>
<td>CLASSIC, ATTAINABLE STYLE</td>
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<tr>
<td>GATEWAY TO ADVENTURE</td>
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<tr>
<td>MILLENNIALS IN SEARCH OF THE JOURNEY TO SHAPE THEIR DEFINITION OF ADVENTURE</td>
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</tbody>
</table>

| **SOPHISTICATE ADVENTURE** |
| AMERICAN QUALITY AND CRAFTSMANSHIP |
| THE BEST OF WHAT WE'RE MADE OF |
| ACCOMPLISHED LEADERS AND INFLUENCERS WHO SEEK A PREMIUM VEHICLE REFLECTIVE OF THEIR SUCCESS. |

| **BOUNDLESS ADVENTURE** |
| POWERFUL, CONFIDENT AND NOBLE SPIRIT |
| THE POWER WITHIN |
| SEEK EXCITING EXPERIENCES AND A VEHICLE THAT DELIVERS ON THE PROMISE OF FULFILLING THEM. |

| **SPIRITED ADVENTURE** |
| FRESH EXPRESSION OF AMERICAN ATTITUDE |
| EVOLUTION OF A LEGENDARY BLOODLINE |
| CHOOSE A PATH OF THEIR OWN, SOcially ADVENTEROUS MILLENNIALS. |

| **MAINSTREAM ADVENTURE** |
| ENGINEERED TO SATISFY A RESTLESS CURiosity |
| BUILT FREE |
| INNATELY CURIOUS MAINSTREAM CONSUMERS WITH AN ACTIVITY-CENTRIC LIFESTYLE. |
Global UV industry is projected to grow by 6% CAGR from 14M in 2013 to 18M in 2018CY.

APAC is projected to experience the largest growth of 9% CAGR and becomes the largest UV market (8M units).
- NAFTA & APAC combined will represent 78% of the D & E UV segments. EMEA & APAC represents 84% of the B & C UV segments.

- Largest growth is projected in the BSUV segment (+13% CAGR), growing from 1.9m in 2013 to 3.5m in 2018.

Source: Q1 2014 IHS Global Insight
### PROACTIVE LIFECYCLE MANAGEMENT

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<th>SEGMENT</th>
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- Jeep localized portfolio expands from 5 nameplates built in one country to 6 nameplates in 6 countries
- Portfolio expands by adding small SUV and one 3-row.
GLOBAL PRODUCTION - 798K

NAFTA PRODUCTION

798,000
Belvidere Assembly Plant
Toledo North & South Assembly Plant
Jefferson North Assembly Plant

SALES - 557k
UV INDUSTRY - 5.7 MILLION

APAC

SALES - 94k
UV INDUSTRY - 5.3 MILLION

EMEA

SALES - 54k
UV INDUSTRY - 4.2MILLION

LATAM

SALES - 26k
UV INDUSTRY - 0.6 MILLION

Source: Q1 2014 IHS Global Insight
GLOBAL PRODUCTION - 1.9 MILLION

NAFTA PRODUCTION
~1,000K
UV INDUSTRY - 5.9 MILLION

EMEA PRODUCTION
~200K
UV INDUSTRY - 5.1 MILLION

APAC PRODUCTION
~500K
UV INDUSTRY - 8.2 MILLION

LATAM PRODUCTION
~200K
UV INDUSTRY - 0.8 MILLION

Source: Q1 2014 IHS Global Insight
Jeep Dealers Grow from 4,706 to 6,023

Largest expansion of network comes from LATAM and APAC

**NAFTA**
- Dealers: 2,822 to 2,900 (+3%)
- Throughput: 198 to 274 (+38%)

**APAC**
- Dealers: 396 to 1,270 (+221%)
- Throughput: 235 to 477 (+103%)

**EMEA**
- Dealers: 1,254 to 1,550 (+24%)
- Throughput: 43 to 177 (+312%)

**LATAM**
- Dealers: 234 to 303 (+29%)
- Throughput: 112 to 690 (+516%)
Jeep brand sales will grow by 20% CAGR from 732k in 2013 to ~1.9m in 2018 CY

- LATAM will grow by greater than 50% CAGR
- APAC sales projected to increase by ~45% CAGR
- EMEA sales projected to increase by ~35% CAGR
- NAFTA sales projected to increase by less than 10% CAGR
- NAFTA still retains leadership production role – but less reliant on NAFTA demand.
Volume increase from new segments added to the Jeep portfolio
Volume increase, share growth from carry over vehicles
Volume increase from localization
## UV Industry
- Global UV industry is projected to grow by 6% CAGR from 14M in 2013 to 18M in 2018 CY.
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- Largest growth is projected in the B UV segment (13% CAGR) growing from 1.9M in 2013 to 3.5M in 2018.

## Product Plan
- Jeep localized portfolio expands from 5 nameplates built in one country to 6 nameplates in 6 countries.
- Portfolio expands by adding small SUV and one 3-row.

## Volume & Share
- Jeep brand sales will grow by 20% CAGR from 732k in 2013 to ~1.9m in 2018 CY.
  - LATAM will grow by greater than 50% CAGR.
  - APAC sales projected to increase by ~45% CAGR.
  - EMEA sales projected to increase by ~35% CAGR.
  - NAFTA sales projected to increase by less than 10% CAGR.

## Manufacturing
- Manufacturing footprint extends from 4 plants in 1 country to 10 plants in 6 countries.
- Global Jeep production increases by 138% to 1.9m units by 2018 CY.
- Non-NAFTA plants will produce ~900k vehicles by 2018 CY.
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