



The recent growth trend in the Italian auto market was reversed in August, with new vehicle registrations down 0.2% over the same month a year ago to just over 53,000 vehicles.

The Jeep brand posted an 81.4% increase in sales with market share up 30 basis points to 0.7%. The Fiat 500 and Panda retained their leadership in the A segment with a combined 64% share. The Fiat 500L and 500L Living accounted for a combined 49.8% share of the Small MPV segment.

The Fiat Panda, Fiat Punto and Lancia Ypsilon were the three top selling models in Italy for the month.

In August, the Italian auto market registered a 0.2% year-over-year decrease in sales to just over 53,000 vehicles. For the eight months year-to-date, registrations were up 3.5% over the same period in 2013 to more than 925,000 vehicles.

Fiat Chrysler Automobiles posted August sales of nearly 15,000 vehicles (-6.9%), with market share at 27.6%, representing a 200 basis point decrease year-over-year but a 30 basis point increase over July 2014.

For the year to date, FCA sales came in at just under 258,000 vehicles, decreasing 1% over the same period in 2013, and share was down 130 basis points to 27.9%.

Fiat brand posted August sales of more than 11,000 vehicles, a decrease of 9% over the prior year, with market share 200 basis points lower at 20.9%.

For the year to date, Fiat brand sales totaled more than 196,000 vehicles (+0.8%) accounting for a 21.2% share of the market (-60 bps).

The Fiat 500 and Panda retained their leadership in the Italian A segment, with a combined 64% segment share. The Panda was also the number one selling vehicle overall in Italy for the month. The 500L and 500L Living continued to lead the Small MPV segment with a combined 49.8% share. The Fiat Punto was leader in the B segment (17.2% share) and the second best selling vehicle overall. The Freemont also closed the month as the best selling model in its segment, with a 26.1% share.

Lancia posted August sales of 2,200 vehicles, down 0.75% year-over-year. Market share was in line with the prior year at 4.2%.

For the first eight months, brand sales were down 7.6% to 36,500 vehicles and market share was 3.9% (vs. 4.4%).

The Ypsilon posted particularly positive results, ranking second in the B segment, with a 13.3% share (+250 bps versus August 2013 and +220 bps versus July 2014), and third for the market overall.

For the year-to-date period, Ypsilon sales totaled more than 33,000 vehicles, increasing 5.3% over the same period in 2013. Share was up 70 basis points.

Alfa Romeo closed August with sales of just over 900 vehicles (-12.7% year-over-year) and market share at 1.7% per cent (-25 bps). Year to date, brand sales totaled more than 19,600 vehicles (-12% year-over-year) and market share was 2.1% (-40 bps).

For the January-August period, the MiTo posted a 20 basis point increase in market share and remains the leader in the 3-door category of the B segment. The Giulietta maintained its position as second in the C segment, with a share of more than 11%, and continued to lead in the LPG category.



Jeep posted a particularly positive performance, going against the market trend, with unit sales up 81.4% year-over-year to 390 vehicles and market share up 30 basis points to 0.7%.

For the year to date, brand sales in Italy totaled more than 5,400 vehicles (+39.9% versus the same period in 2013), with market share up 15 basis points to 0.6%.

Both the Cherokee and Grand Cherokee continued to rank among the best selling vehicles in their respective segments.

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PRESS RELEASE