



In September, new vehicle registrations in Italy were up 3.3% over the prior year. Fiat Chrysler Automobiles outpaced the market with a 4.4% increase in September sales and market share at 27.7%. Jeep brand sales were up 44.9% year-over-year and Lancia posted a 26.9% increase, with the Ypsilon attaining its highest ever share of the Italian B segment (15.9%). The Fiat 500 and Panda continued to dominate the A segment with a combined 56.8% share for the month. The Fiat 500L was also leader in the Small MPV segment with a share of nearly 50%. In its first weekend since launch, more than 200 orders were received for the Jeep Renegade.

For the month of September, the Italian auto market registered a 3.3% year-over-year increase with more than 110,000 new vehicles registered. For the nine months year-to-date, registrations were up 3.6% over the same period in 2013 to more than 1,036,000 vehicles.

Fiat Chrysler Automobiles (FCA) outpaced the market with September sales up 4.4% over the prior year to just under 31,000 vehicles and market share higher at 27.7% (vs 27.4%).

For the nine months year-to-date, FCA sales totaled nearly 289,000 vehicles (-0.4%) with market share at 27.85% (-110 bps).

Fiat brand posted September sales of more than 22,000 vehicles, an increase of 1.4% over the prior year, with market share at 20% (-40 bps).

For the year to date, Fiat brand sales totaled nearly 219,000 vehicles (+0.9%), accounting for a 21.1% share of the market (-60 bps).

The Fiat 500 and Panda continued to dominate the Italian A segment with a combined 56.8% segment share. During the launch weekend for the Panda Cross on September 27-28, more than 2,500 customers took a test drive and some 100 orders were received for the new model.

The Fiat 500L had another strong month and remained the undisputed leader in its segment in Italy with a 49.5% share.

Lancia posted September sales of more than 5,500 vehicles (+26.9% year-over-year) with share increasing 90 basis points to 5%.

For the nine months year-to-date, brand sales totaled 42,000 vehicles (-4.1%) and market share was 4.1% (vs 4.4%).

The Ypsilon posted a particularly strong performance with September sales totaling more than 5,100 vehicles and share of the B segment reaching a record 15.9% (+450 bps).

Alfa Romeo closed September with sales of just over 2,300 vehicles (-14.9% year-over-year) and market share at 2.1% (-45 bps).

Year to date, brand sales totaled 22,000 vehicles (-12.3% year-over-year) and market share was 2.1% (vs 2.5%).

The MiTo continued as the best selling 3-door model in the B segment and the Giulietta saw an improvement in segment share, benefiting from a marketing campaign for the LPG model.



Jeep posted another strong monthly performance with sales up 44.9% over the prior year to nearly 700 vehicles and market share 20 basis points higher at 0.6%.

For the year to date, brand sales in Italy totaled more than 6,100 vehicles (+40.1% versus the same period in 2013), with market share up 15 basis points to 0.6%.

Both the Grand Cherokee and Cherokee continued to rank among the best selling vehicles in their respective segments. During the launch weekend held September 27-28, nearly 20,000 customers visited dealerships to see the new model and more than 200 orders were received. Based on this strong reception, a second "open door" weekend has been organized for October 4-5.

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PRESS RELEASE