



Lorenzo Sistino

Lorenzo Sistino was born in Turin in 1962 and holds a degree in Political Science.

He started his professional career in 1980 at Grimaldi Immobiliare, where he worked for two years, and then moved to Carrozzeria Bertone.

In 1987, he joined Fiat's Marketing and Commercial division, covering roles of increasing responsibility. He initially covered the Italian market: first as area manager for the Fiat brand and then as head of marketing initiatives for the Lancia brand. In 1992, he became head of Sales and Corporate/Special Clients for the Fiat, Lancia and Alfa Romeo brands and, in 1993, he took over management of the Light Commercial Vehicles brand.

In 1997, as head of Commercial Vehicles/RAC/Used vehicles for the Italian market, he developed a new used vehicles unit and was responsible for the launch of the Autoexpert program which was extended throughout Europe.

After serving as head of Sales and Marketing for the Light Commercial Vehicles brand from 2002 to 2004, Mr. Sistino assumed management of Brand & Commercial for Light Commercial Vehicles and also became head of sales for the Fiat brand in July 2005.

At the end of 2006, Mr. Sistino was appointed head of CNH's New Holland Agriculture brand and Chief Executive Officer of New Holland Agricultural Equipment S.p.A.

He became Chief Executive Officer of Fiat Automobiles in 2007 and the following year also became CEO of Fiat Professional. In January 2009, he was also appointed as head of European Sales for the Alfa Romeo, Fiat, Fiat Professional and Lancia brands. In August, he also became Senior Vice President of the Fleet & Used Cars division.

Mr. Sistino was appointed to the Group Executive Council in September 2009.

In September 2010, he assumed responsibility for International Operations and retained responsibility for the Fiat Professional brand.