



Fiat Group Automobiles and Chrysler reorganise the Lancia-Chrysler networks

The Chrysler and Lancia brand sales network reorganisation and integration project - the next step of the Fiat Group Automobiles and Chrysler Group sales activities integration process which was launched last April - will be starting in the month of May.

This operation, aimed at creating important synergies by fully exploiting the potentials of the two networks, is a further step forward in implementing a more efficient sales network and increasing quality in the distribution of new product ranges, spare parts and servicing.

The new distribution structure will be identified in all European countries by Lancia, except for the UK where Lancia is not currently present and where the Chrysler brand will be maintained.

The integration is expected to give life to a new distribution network counting over 1000 dealerships across Europe in 2014 to which a new mandate will be assigned.

In the meantime, FGA Capital has already taken over the financing services for Chrysler, Jeep and Dodge product distributors in Europe.

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