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Jeep® Brand Records Best Year Ever in the EMEA Region

- Third consecutive year of sales growth
- Sales tripled in the region in the last six years
- Second only to the NAFTA region, EMEA currently represents 10 percent of Jeep® global sales
- Fastest-growing brand in Europe and EFTA (source: ACEA data)
- Italy, Germany, UK, France and Spain recorded best year ever
- Renegade is the main driver of Jeep growth in the region

January 19, 2016, Turin, Italy - In 2015, the Jeep® brand set its all-time sales record in the EMEA region (Europe, Middle East, Africa) with 117,620 units sold and volumes up by 55.7 percent in comparison with 2014.

After 26 months of uninterrupted year-over-year growth achieved through December, Jeep ended 2015 reporting its third consecutive year of commercial success and confirming the brand's momentum and customer appreciation in the region.

Since 2009, Jeep sales have tripled in EMEA, with the region currently ranking second in terms of volume after North America, with a share of 10 percent of the brand's global sales (compared with 7 percent in 2014).

In Europe (EU28 + EFTA), Jeep was the fastest-growing automotive brand recording a 132.2 percent increase* in a year that also saw the best performance ever in terms of volume for the European market with 88,200 registrations and a 113 percent increase compared with 2014.

Several EMEA countries recorded their best sales year ever in 2015. In Italy, the top-selling country in the region, Jeep set its all-time record with sales almost tripled in comparison with 2014 and with Jeep being the fastest-growing automotive brand in the country.

Recording a total of 14,995 new registrations, Jeep achieved its best annual result also in Germany with sales up by almost 42.6 percent versus 2014.

The UK sold more Jeep vehicles in one year than in the four years of 2011 to 2014 combined, recording a growth of 176.1 percent, compared with 2014 sales. 2015 was the UK's best year ever, with Jeep being the fastest-growing car brand in the market last year.

In France, Jeep also recorded its best ever full-year sales performance with an increase of 208.5 percent (8,585 units) versus 2014, mainly driven by Renegade.

Also, in Spain, Jeep closed 2015 as the fastest-growing brand in the automotive sector (205.4 percent) and set its all-time annual sales record. During the 12 months of 2015, more Jeep vehicles were sold in the Spanish market than in the previous three years (2012-2014) combined.

At product level, Renegade led the brand's EMEA results last year with more than 54,800 units sold and accounting for 49.8 percent of total Jeep sales in the region. With more than 200,000 units manufactured to date at the renewed FCA Melfi Plant in Basilicata (Italy), Renegade's success in terms of sales and appreciation by the public was awarded by several accolades during the year, including:

- "New Car of the Year 2015," Quattroruote (Italy), January 2015

- "Best SUV of 2015," Coches.net (Spain), March 2015
- "4x4 of the Year 2015," 4x4 Magazine (France), May 2015
- "SUV of the year 2015," 4x4 Tout-Terrain Magazine (France), June 2015
- "4x4 of the Year 2016," 4x4 Magazine (UK), December 2015
- "Car of the Year 2016," awarded by a panel of specialized motoring journalists in Greece

With 28,159 units sold, the flagship Grand Cherokee made an important contribution to the brand's commercial success, accounting for almost 24 percent (23.9 percent precisely) of total 2015 sales and being the second best-selling Jeep model in the region. Jeep Cherokee significantly increased its performance versus 2014, while the iconic Wrangler confirmed its steady performance with 14,109 units sold.

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