

Contact: Ariel Gavilan
Michele Callender
Daniela Ferro

Jeep® Brand Enters One of the World's Largest Automobile Markets

- Jeep® Wrangler Unlimited, Jeep Grand Cherokee and Jeep Grand Cherokee SRT make their Indian debut at the 2016 Auto Expo in New Delhi
- Jeep brand sales in India to start in mid-2016
- Introduction comes at a time of record worldwide sales for Jeep and continued global expansion

February 3, 2016, New Delhi, India - The growing international presence of the Jeep® brand marked another milestone today when the brand was introduced to India at the 2016 Auto Expo in New Delhi.

With a line-up of three SUVs: Jeep Wrangler Unlimited, Jeep Grand Cherokee and the high-performance Jeep Grand Cherokee SRT, Jeep brand sales in India will start in mid-2016, a year that also marks the brand's 75th anniversary.

"Our aggressive expansion in international markets is one of the key drivers behind our current global sales momentum," said Mike Manley, Head of Jeep Brand, FCA, and Chief Operating Officer (COO) of the Asia Pacific (APAC) Regional Operations Group. "Last year, we started local production in Brazil and China, and today, we are launching the Jeep brand in the fifth largest market in the world, India, setting the foundation for our future growth in this country."

The Jeep brand arrives in India at a time of record sales and continued expansion into markets outside its North American home. Jeep recorded sales of more than 1.2 million units worldwide in 2015, the highest total in its 75-year history, setting a global sales record for the fourth consecutive year.

Fiat Chrysler Automobiles N.V. (FCA) announced last year its intent to invest approximately \$280 million in its manufacturing joint venture, Fiat India Automobiles Private Limited, with Tata Motors Limited. The investment in the manufacturing facility in Ranjangaon, India, will support the production of a new Jeep vehicle and is expected to begin production in 2017.

"Jeep has been one of the most awaited SUV brands in India and it is entering this important market the same year that it celebrates its 75th anniversary. The SUV segment witnessed a robust growth of 22 percent over the last five years in India and we expect it to grow exponentially in the future, creating the perfect environment for the legendary Jeep brand," said Kevin Flynn, President and Managing Director, FCA India Automobiles Pvt. Ltd.

Jeep Wrangler and Jeep Grand Cherokee will be sold with diesel and petrol engines through a network of dealers located in key metro cities.

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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