

FCA
INVESTOR DAY
AUBURN HILLS
MAY 6TH-7TH

JEEP BRAND BUSINESS PLAN

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ORIGINS AND EVOLUTION

MILITARY HERITAGE



1940's

4 Models

- Go anywhere, do anything
- 1st 4WD SUV

THE JEEP MYSTIQUE



1950's

7 Models

- Recreational vehicle
- Engineering superiority
- Enthusiasts
- Freedom machine
- Jeep Jamboree

REFINEMENT + CAPABILITY



1960's

14 Models

- Refinement & Innovation
- 1st 4WD Auto
- All-New Premium Wagoneer
- New Pickup Truck

4WD LEADERSHIP CONTINUES



1970's

6 Models

- 1st 4WD full-time system (Quadra-Trac)
- Cherokee – 2dr sporty model

ALL-NEW JEEP CHEROKEE



1980's

4 Models

- 1st Compact 4dr SUV
- 1st uniframe construction
- 1st shift-on-the-fly with full-time 4WD

THE NEW BENCHMARK



1990's

3 Models

- '93 Grand Cherokee
- Balance of On/Off Road
- Most capable SUV ever

PRODUCT EXPANSION



2000 - 09

6 Models

- 4dr Wrangler
- Entry-level Compass and Patriot
- Introduced 7 4x4 systems

Sales Volume

159k

119k

117k

180k

319k

629k

650k

338k

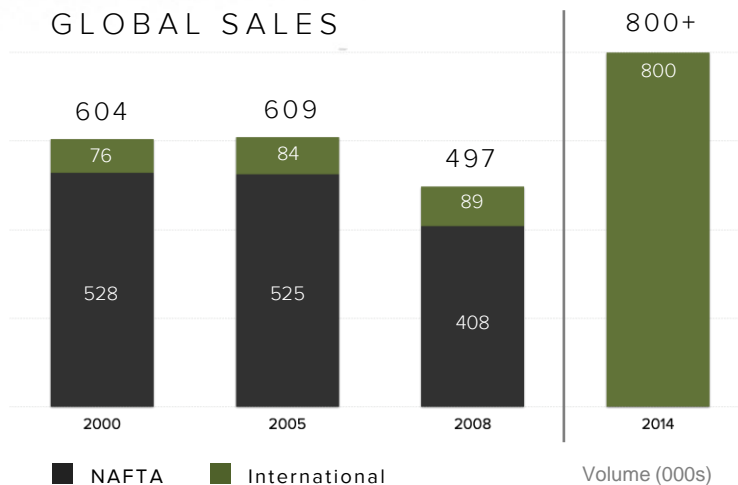
Source: Sales Industry Reporting System (SIR)



WHAT WE TOLD YOU IN 2009

REVITALIZING AN ICON ON A GLOBAL BASIS

- Focus on Jeep as our lead global brand
- Established a clear vision for brand and product DNA
- Product life cycle management as a priority
- Aspiration to return Jeep to the #1 SUV brand in the world



Jeep was the #1 SUV brand in the world through 1990

Today Jeep is #6 in the world and #3 in NAFTA

Objective is to reverse downward trend in NAFTA and to accelerate growth internationally



2009 – 2014 WHAT HAVE WE DONE



2009

6 Models

BRAND REDEFINED

- Capability plus Driving Dynamics and Fuel Economy
- Launched 3 Limited Editions



2010

6 Models

ICONS UPDATED

- All New Grand Cherokee - Most Awarded SUV Ever
- Wrangler and Patriot Refreshed
- Launched 2 Limited Editions



2011

5 Models

70th ANNIVERSARY CELEBRATED

- Grand Cherokee Overland Summit and SRT
- Compass Refreshed
- 70th Anniversary Editions
- Wrangler new powertrain
- Launched 9 Limited Editions



2012

5 Models

NEW SALES RECORD

- Grand Cherokee Altitude & Trailhawk
- Wrangler Moab
- Liberty Latitude
- Launched 14 Limited Editions



2009 – 2014 WHAT HAVE WE DONE



2013

5 Models

CHEROKEE RETURNS

- All-New Cherokee
- New Grand Cherokee with 8-speed and EcoDiesel
- 10th Anniversary Rubicon
- Launched 14 Limited Editions



2014

5 Models

GLOBAL BRAND TO NEW HEIGHTS

- All-New Renegade
- Launched Altitude Editions Across the Range
- Launched Willys Wheeler Wrangler
- Launched 5 Limited Editions to Date

2009 → 2014

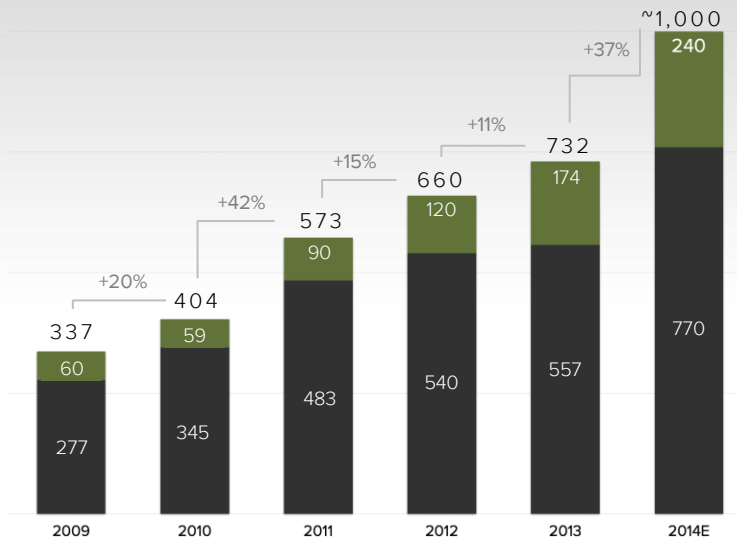
LAUNCHED 5 NEW MODELS,
8 PRODUCT REFRESHES,
47 LIMITED EDITIONS

CUMULATIVE INVESTMENT OF
€2.9B BETWEEN MANUFACTURING
AND PRODUCT

Jeep® | 2009 – 2014 VOLUME GROWTH

- Cumulative growth of 117% through 2013
- Export sales grow from 18% to 24% of total
- Back-to-back world sales records in 2012 & 2013
- 85,000 sales in April 2014
Highest monthly sales ever in 73 year history
- Re-set 2014 sales aspirations from 800k to 1 Million units

...MORE TO DO



2009 – 2014 CAGR 24%

■ NAFTA

■ International

Volume (000s)

- 
-  BRAND AND PRODUCT EXTENSION
 -  PROACTIVE LIFECYCLE MANAGEMENT
 -  EXPANSION OF MANUFACTURING FOOTPRINT GLOBALLY
 -  CONTINUED DEVELOPMENT OF JEEP DISTRIBUTION INFRASTRUCTURE

VEHICLES ENABLING LIFE'S EXTRAORDINARY JOURNEYS

BRAND POSITIONING

The authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys.

BRAND PROMISE

Provide vehicles that support a lifestyle of boundless freedom, responsible adventure and are reliable, safe, fun and environmentally friendly.

FREEDOM Being true to your dreams and working to make them real.



ADVENTURE The ultimate search for a place where you can be true to who you really are.



AUTHENTICITY The higher standard pursued in all you do and dream.



PASSION Stretching your limits to achieve greatness.





ADVENTURER ARCHETYPE

It's about the journey, seeking out and exploring that which is new, being true to oneself.

DOERS

Live and play in a world full of adventure and extraordinary journeys.

They need authentic gear to conquer the task at hand.

DREAMERS

By far the largest group. Time constrained by family and work, and have little time to actively participate in their dream.

They want authentic gear with the hope that one day they'll be able to do more and dream less.



Jeep® | BRAND DNA

THE ICONIC
BOOKEND
WRANGLER



- 1 : CAPABILITY
- 2 : FUNCTIONALITY
- 3 : DYNAMICS / FUEL ECONOMY

PRODUCT
ATTRIBUTES

STYLING

FUNCTIONALITY

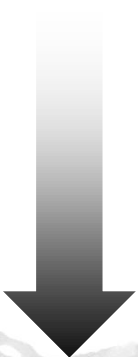


CAPABILITY

EXTREME OFF-ROAD

PRODUCT
PRIORITIES

ALL OTHER JEEP
PRODUCTS



- 1 : DYNAMICS / FUEL ECONOMY
- 2 : FUNCTIONALITY
- 3 : CAPABILITY

(All models capable of achieving Trail Rated)



TRAIL RATED – A CURRENCY OF CAPABILITY



TRACTION

Trail-Rated Traction Helps Maintain Controlled Forward Motion In Snow, Ice, Sand and Mud.

ARTICULATION

When one or more wheels are elevated, the 4x4 system helps the other wheel(s) maintain ground contact longer to move steadily ahead.

MANEUVERABILITY

Precision steering and optimized wheelbase allow for expert navigation at all times.

GROUND CLEARANCE

Optimal approach, departure and breakover angles to clear logs, rocks and uneven ground.

WATER FORDING

Additional electrical and body seals and a high air intake location, to traverse water up to 20-inches deep.



ADVENTURE RANGE

PATRIOT

GRAND
CHEROKEE

WRANGLER

COMPASS

CHEROKEE



EVERYDAY
ADVENTURE

CLASSIC,
ATTAINABLE
STYLE

*GATEWAY TO
ADVENTURE*

MILLENNIALS IN SEARCH OF
THE
JOURNEY TO SHAPE THEIR
DEFINITION
OF ADVENTURE

SOPHISTICATE
ADVENTURE

AMERICAN
QUALITY AND
CRAFTSMANSHIP

*THE BEST OF WHAT WE'RE
MADE OF*

ACCOMPLISHED LEADERS AND
INFLUENCERS WHO SEEK A
PREMIUM VEHICLE REFLECTIVE
OF THEIR SUCCESS.

BOUNDLESS
ADVENTURE

POWERFUL,
CONFIDENT AND
NOBLE SPIRIT

*THE
POWER WITHIN*

SEEK EXCITING EXPERIENCES
AND A VEHICLE THAT
DELIVERS ON THE PROMISE
OF
FULFILLING THEM.

SPIRITED
ADVENTURE

FRESH EXPRESSION
OF AMERICAN
ATTITUDE

*EVOLUTION OF A
LEGENDARY BLOODLINE*

CHOOSE A PATH
OF THEIR OWN,
SOCIALY
ADVENTEROUS MILLENNIALS.

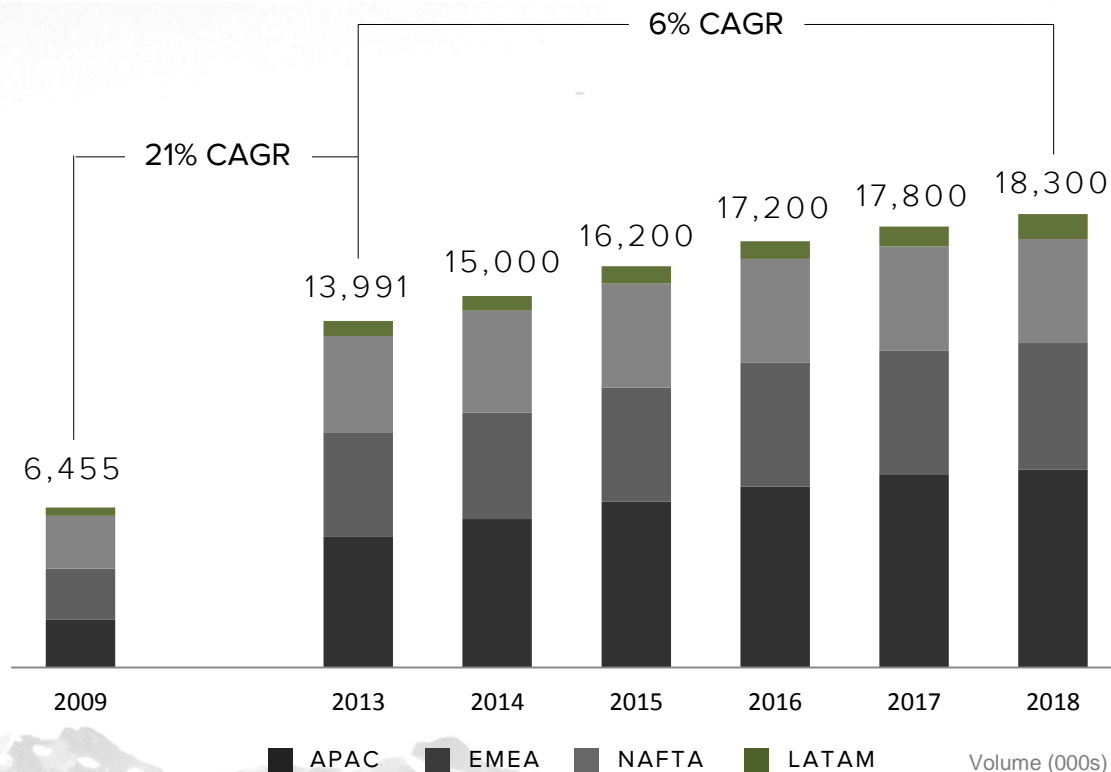
MAINSTREAM
ADVENTURE

ENGINEERED TO
SATISFY A RESTLESS
CURIOSITY

*BUILT
FREE*

INNATELY CURIOUS
MAINSTREAM
CONSUMERS WITH AN
ACTIVITY-CENTRIC
LIFESTYLE.

- Global UV industry is projected to grow by 6% CAGR from 14M in 2013 to 18M in 2018CY
- APAC is projected to experience the largest growth of 9% CAGR and becomes the largest UV market (8M units)

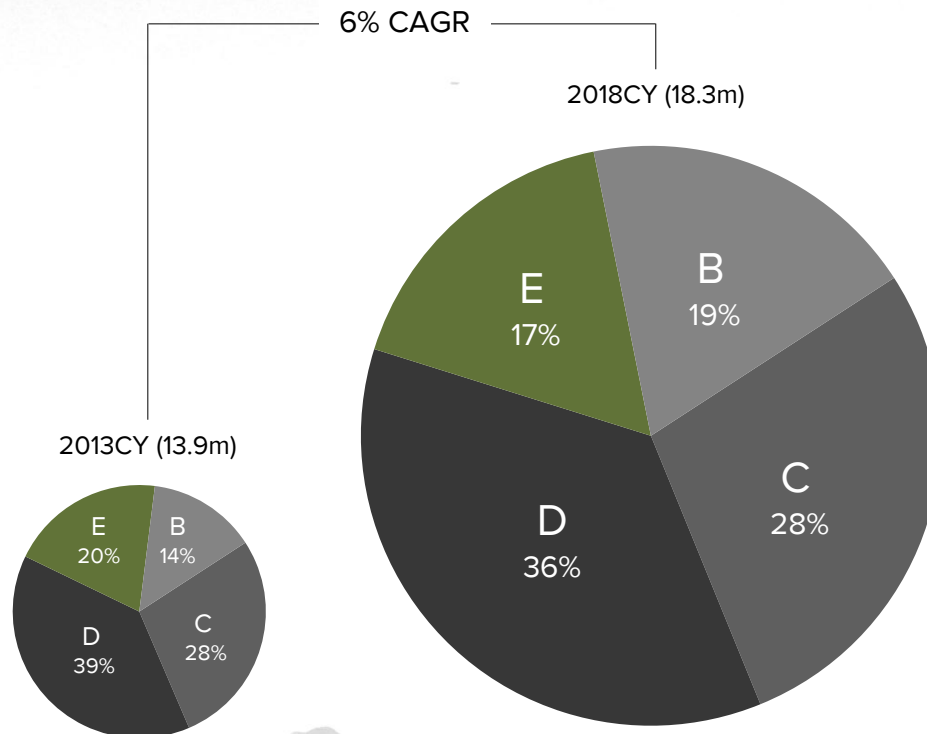


Source: Q1 2014 IHS Global Insight



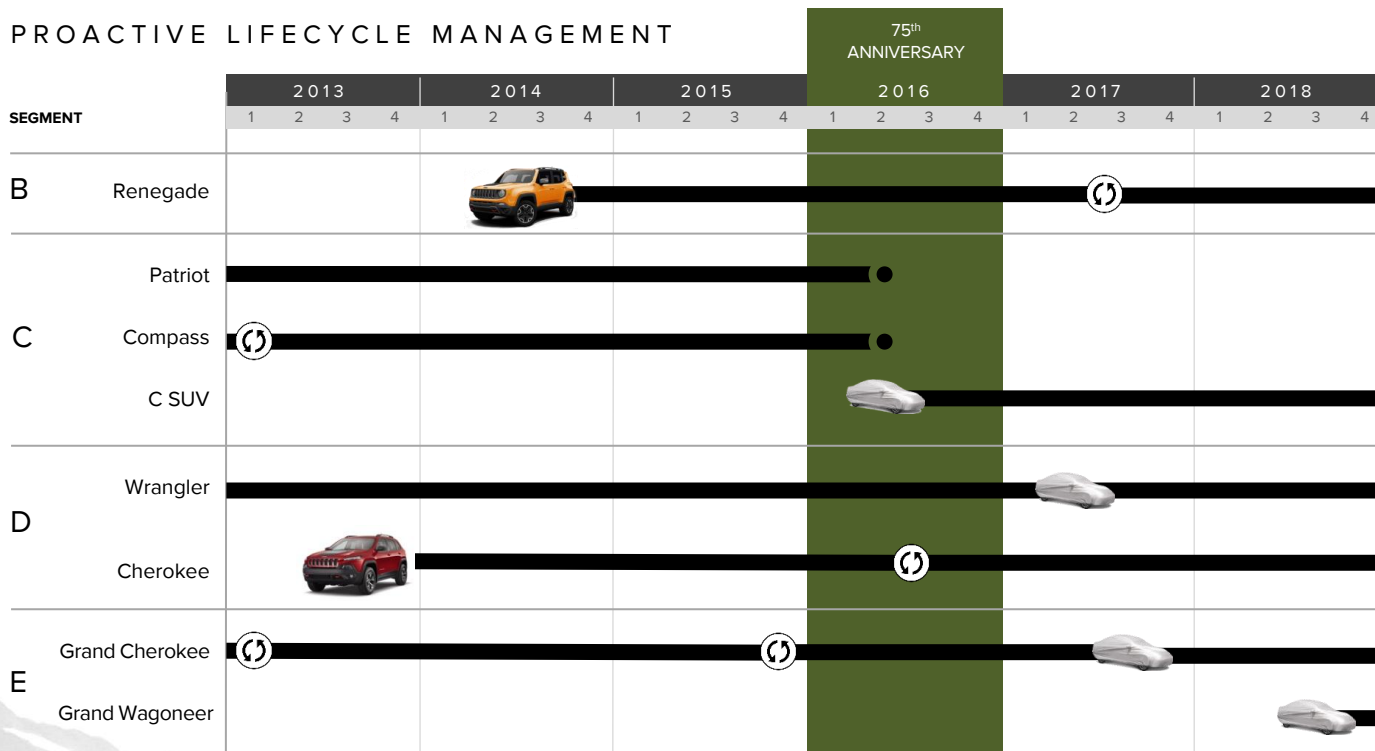
GLOBAL UV BY SEGMENT 2013 VS. 2018E

- NAFTA & APAC combined will represent 78% of the D & E UV segments EMEA & APAC represents 84% of the B & C UV segments
- Largest growth is projected in the BSUV segment (+13% CAGR) growing from 1.9m in 2013 to 3.5m in 2018



Source: Q1 2014 IHS Global Insight

PROACTIVE LIFECYCLE MANAGEMENT



New Vehicle or
Renewal of Existing Nameplate



Mid-Cycle
Freshening

- Jeep localized portfolio expands from 5 nameplates built in one country to 6 nameplates in 6 countries
- Portfolio expands by adding small SUV and one 3-row.



GLOBAL PRODUCTION - 798K

NAFTA
PRODUCTION

798,000

Belvidere Assembly Plant

Toledo North & South
Assembly Plant

Jefferson North Assembly Plant

SALES - 557k

UV INDUSTRY - 5.7 MILLION



EMEA

SALES - 54k

UV INDUSTRY - 4.2MILLION

APAC

SALES - 94k

UV INDUSTRY - 5.3 MILLION

LATAM

SALES - 26k

UV INDUSTRY - 0.6 MILLION

Source: Q1 2014 IHS Global Insight

GLOBAL PRODUCTION - 1.9 MILLION

NAFTA
PRODUCTION

~1,000K

UV INDUSTRY - 5.9 MILLION



EMEA
PRODUCTION

~200K

UV INDUSTRY - 5.1 MILLION



APAC
PRODUCTION

~500K

UV INDUSTRY - 8.2 MILLION



LATAM
PRODUCTION

~200K

UV INDUSTRY - 0.8 MILLION





GLOBAL NETWORK – EXPANSION FROM 2013 - 2018

JEEP DEALERS GROW
FROM 4,706 TO 6,023

Largest expansion of network comes from LATAM and APAC

NAFTA	2013	2018	DELTA (%)
Dealers	2,822	2,900	+3%
Throughput	198	274	+38%

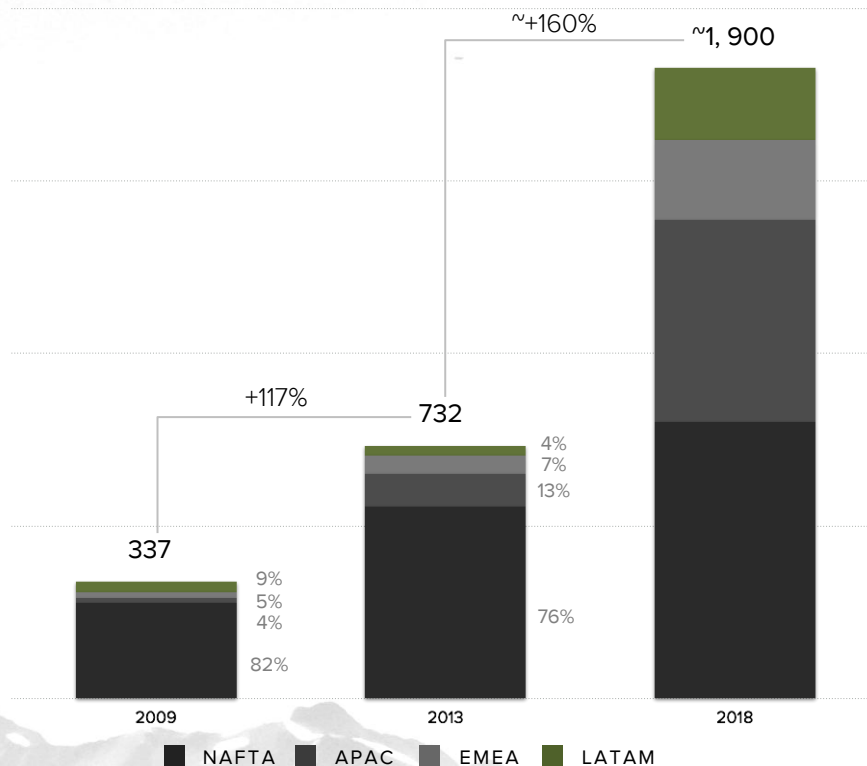
APAC	2013	2018	DELTA (%)
Dealers	396	1,270	+221%
Throughput	235	477	+103%

EMEA	2013	2018	DELTA (%)
Dealers	1,254	1,550	+24%
Throughput	43	177	+312%

LATAM	2013	2018	DELTA (%)
Dealers	234	303	+29%
Throughput	112	690	+516%

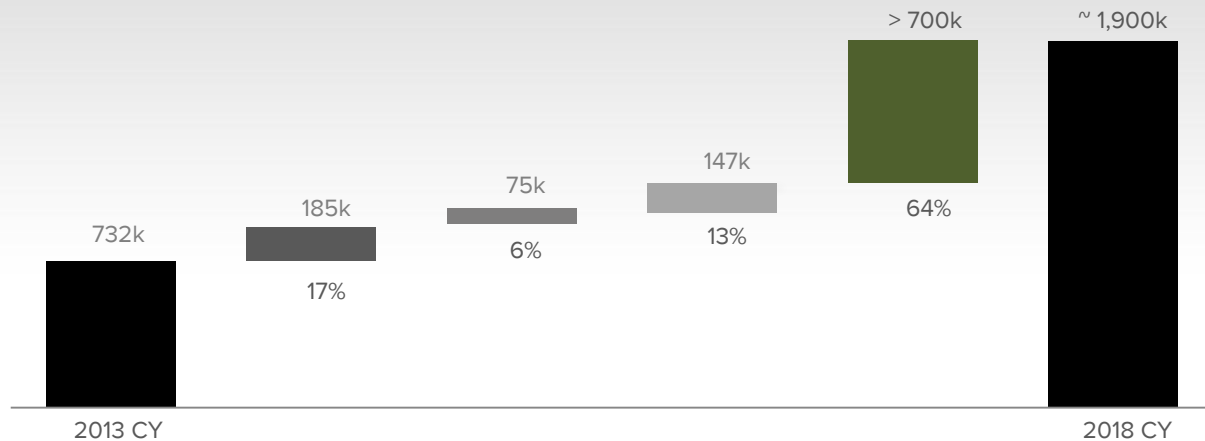
Jeep® | BRAND 2018 SALES PROJECTION

- Jeep brand sales will grow by 20% CAGR from 732k in 2013 to ~1.9m in 2018CY
- LATAM will grow by greater than 50% CAGR
- APAC sales projected to increase by ~45% CAGR
- EMEA sales projected to increase by ~35% CAGR
- NAFTA sales projected to increase by less than 10% CAGR
- NAFTA still retains leadership production role – but less reliant on NAFTA demand.





2013 – 2018 BRAND GROWTH WALK



■ Volume increase from industry growth

■ Volume increase, share growth from carry over vehicles

■ Volume increase from new segments added to the Jeep portfolio

■ Volume increase from localization





BRAND GLOBAL SUMMARY

UV INDUSTRY

- Global UV industry is projected to grow by 6% CAGR from 14M in 2013 to 18M in 2018CY
- APAC is projected to experience the largest growth of 9% CAGR and becomes the largest UV market (8M units)
- NAFTA & APAC combined will represent 78% of the D & E UV segments while EMEA & APAC represents 84% of the B & C UV segments
- Largest growth is projected in the B UV segment (13%CAGR) growing from 1.9M in 2013 to 3.5M in 2018

PRODUCT PLAN

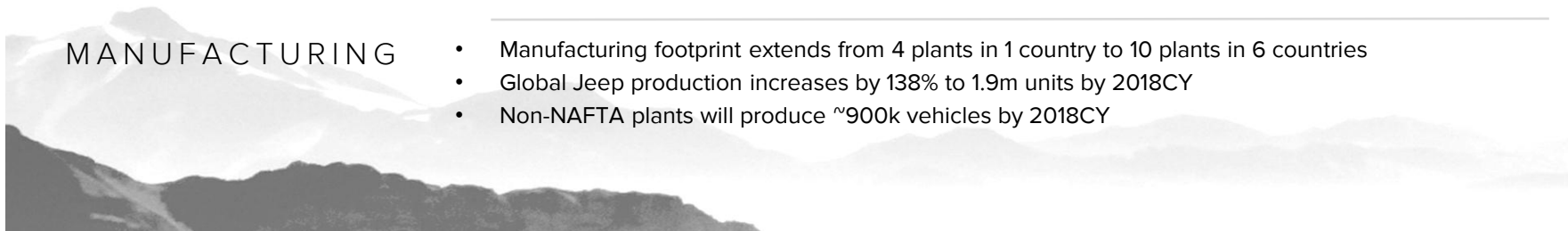
- Jeep localized portfolio expands from 5 nameplates built in one country to 6 nameplates in 6 countries
- Portfolio expands by adding small SUV and one 3-row

VOLUME & SHARE

- Jeep brand sales will grow by 20% CAGR from 732k in 2013 to ~1.9m in 2018CY
 - LATAM will grow by greater than 50% CAGR
 - APAC sales projected to increase by ~45% CAGR
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MANUFACTURING

- Manufacturing footprint extends from 4 plants in 1 country to 10 plants in 6 countries
- Global Jeep production increases by 138% to 1.9m units by 2018CY
- Non-NAFTA plants will produce ~900k vehicles by 2018CY



Jeep®



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