



RAM

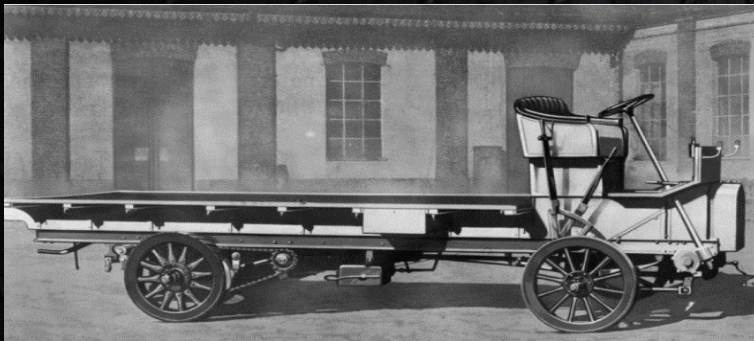


REID BIGLAND



PROFESSIONAL

FIAT Professional: Full-line from the very beginning



Fiat 24hp – 1903



Fiat Tipo1 Post Office Van – 1903



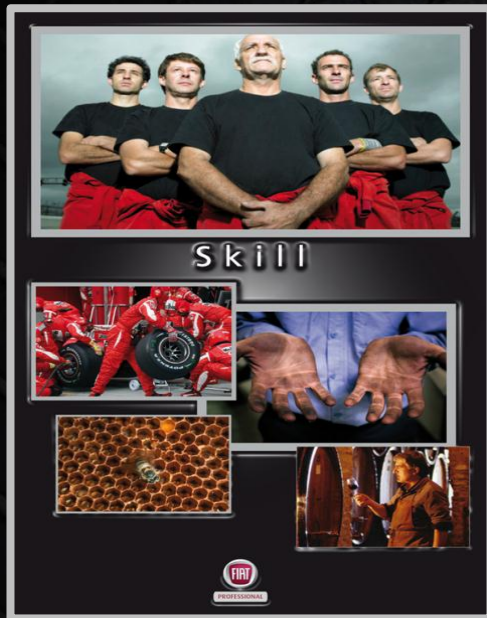
Fiat 18P Bus – 1911



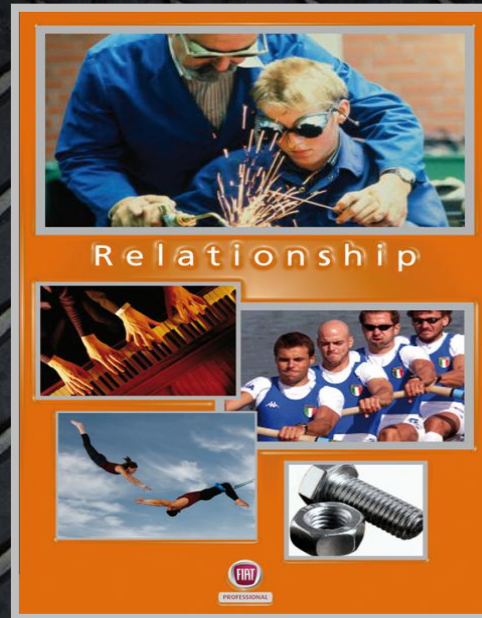
Fiat 18L Tipper – 1914



FIAT Professional: Brand values



**Dedicated LCV
organization**



**Consider our
client as a
partner**



**New products
& tailor made
solutions**



FIAT Professional: Our Customers

Goods Transport



People Mover



RV Customer



PROFESSIONAL

FIAT Professional: 2014 Line-up

A range that answers all lightweight transport needs



FIAT Professional: Ducato - Global Product



Manufactured in 3 regions

#2 in Europe

2 Motorhomes out of 3
are Ducato in Europe

More than 2.6 million
units sold since 1981



FIAT Professional: We speak with facts

5 “Van of the Year” Awards

1994



2006



2008



2009



2011



FIAT Professional: 2013 Global Sales

250 K
EMEA

179 K
LATAM

2 K
APAC



431 K
GLOBAL SALES

134 K
STRADA

133 K
DUCATO

76 K
DOBLO

61 K
FIORINO

14 K
SCUDO

13 K
VAN/PICK UP - OTHER



PROFESSIONAL

The Plan: FIAT Professional Product Actions



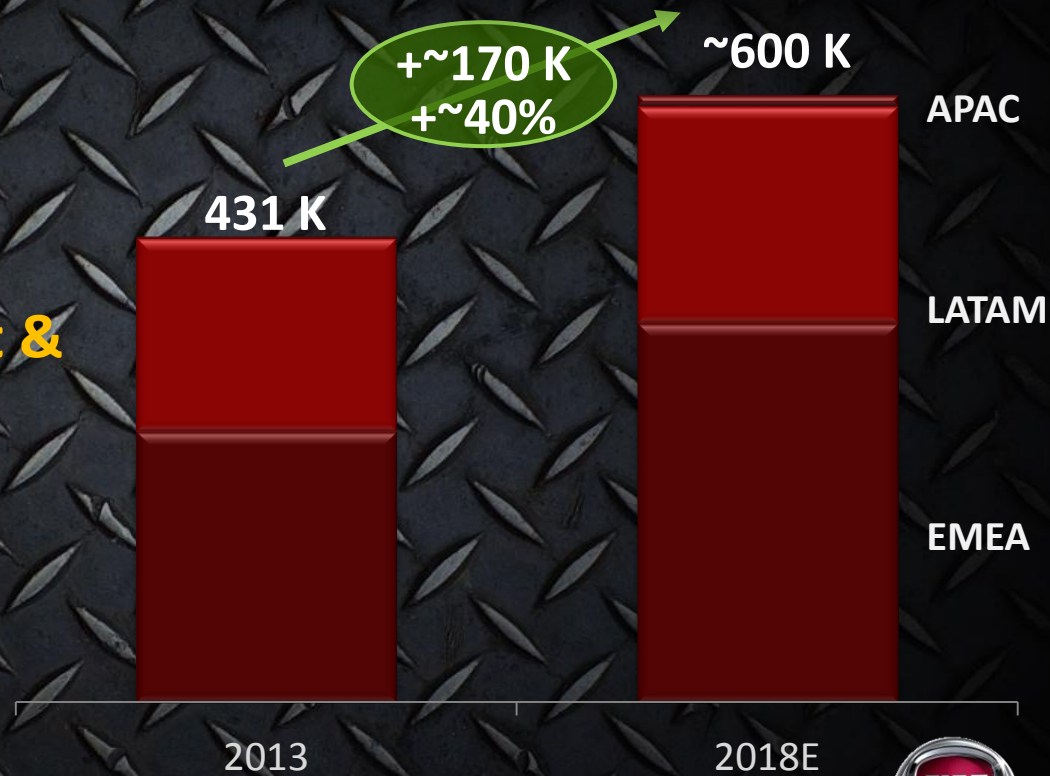
PROFESSIONAL

The Plan: FIAT Professional - Global Sales Plan

PRIORITIES

- **Keep share in Europe**
- **Grow in Russia**
- **Strengthen Middle East & Africa penetration**
- **Grow LATAM share with new Strada and Mid-size Pickup**

FIAT PROFESSIONAL VOLUMES



PROFESSIONAL

RAM BRAND VIDEO



RAM



RAM

The Brand: History

1ST DODGE TRUCK

- 1917 - The first Dodge Screen-side Truck
- 1929 - The Merchants Express is the first Dodge half-ton pickup



MILITARY USAGE

- The Power Wagon, based on the U.S. Army's 3/4-ton truck chassis, is first introduced to the public



PERSONAL USE PICKUPS

- 1964 - The industry's first personal-use pickup, the Custom Sports Special, is introduced



LIFESTYLE PICKUPS

- 1972 - Updated Adventurer pickup is introduced as part of the "Lifestyle" line of trucks
- 1973 - The 1st Club Cab is introduced



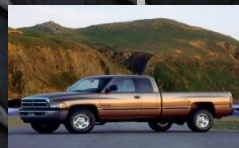
CUMMINS DIESEL IS INTRODUCED

- 1989 Cummins® Turbo Diesel is first used in Ram full-sized trucks



NEW BIG RIG DESIGN

- 1994 Dodge Ram is Truck of the Year
- 1998 - Quad Cab becomes the first extended-cab with 4 doors



PRODUCT EXPANSION

- 2003 - Ram Heavy Duty wins *Motor Trend's* Truck of the Year
- 2006 - Power Wagon re-introduced
- 2008 - Launched new Ram 1500 with Crew Cab
- RamBox feature introduced



1917-1939

1940-1959

1960's

1970's

1980's

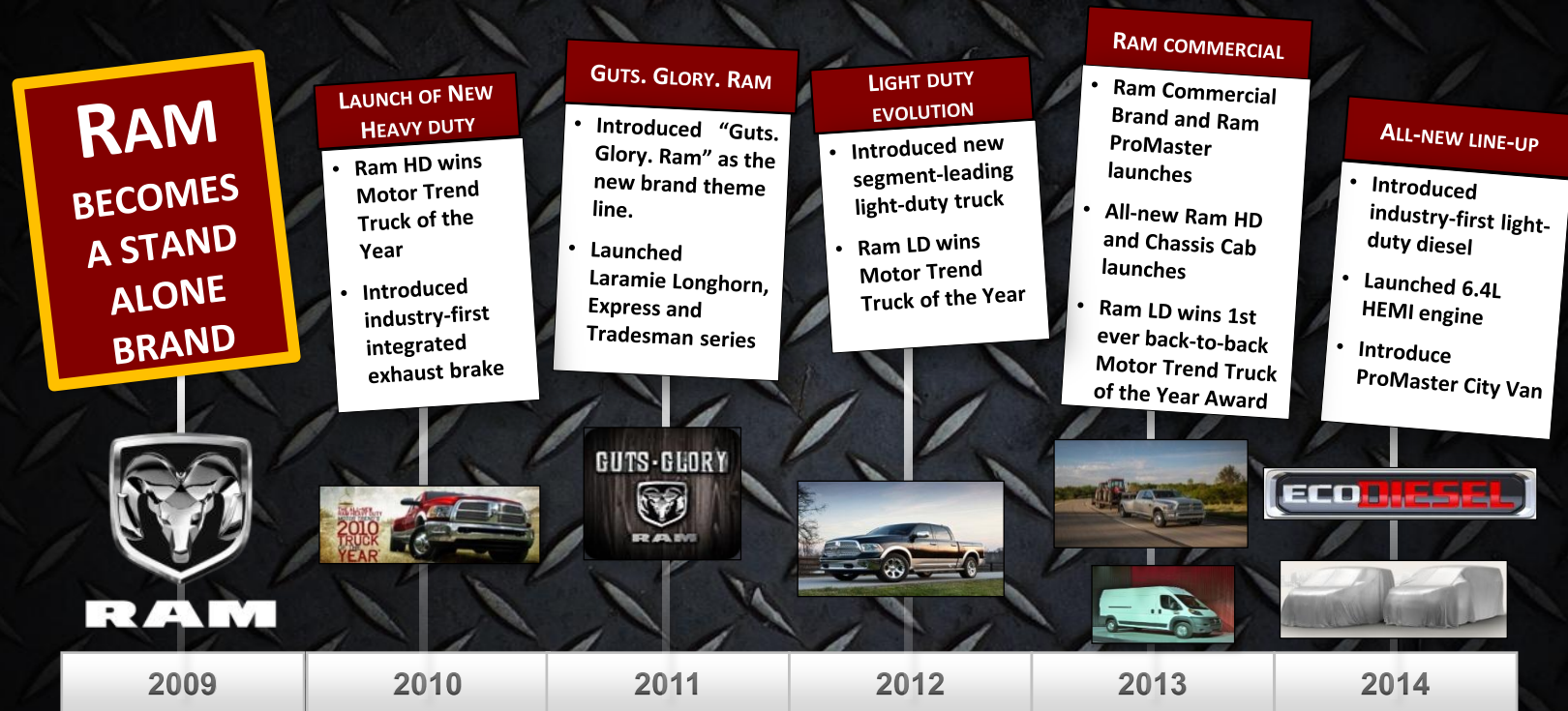
1990's

2000-2008



RAM

The Brand: History



Proven Brand Commitment

\$2.4 Billion Investment in Ram Brand Products & Innovations



RAM

The Brand

RAM BRAND GOAL:

To Build the Best Pickup
Trucks and Commercial
Vehicles in the Industry!



RAM

The Brand: Positioning

Brand Mantra

Doing the right things for the right reasons

Brand Positioning

Brave, Noble, Confident

Brand Promise

The proof is in our trucks

- ✓ Innovation
- ✓ Capability
- ✓ Efficiency
- ✓ Durability



RAM

Ram Pickup Trucks: Light Duty (74% of Large Pickup Segment)

What They Do:

- 75% personal use
- Hunting, fishing, sports and home improvement projects

Segment Why Buys:

- Fuel Economy
- QRD
- Capability (Towing)
- Styling



Key Competitors:

- Ford F-150, Chevy Silverado, GMC Sierra



Ram Pickup Trucks: Heavy Duty (26% of Large Pickup Segment)

What They Do:

- 75% business use
- Construction, agriculture, landscaping
- Camping, boating

Segment Why Buys:

- Capability (Towing)
- QRD
- Power/Performance
- Styling



Key Competitors:

- Ford F-250/350, Chevy Silverado 2500/3500



Ram Pickup Trucks

Key Why-Buys

- Fuel Economy

The BEST

14MY Trucks

25 mpg Gas
28 mpg Diesel

MPG
(Highway)



Ram
MPG
Advantage

V6 Gas

3.7L V6

23

4.3L V6

24

4.0L V6

20

3.6L V6

25

+1-5mpg

Premium

3.5L V6
EcoBoost

22

5.3L V8

23

4.6L V8

19

3.0L
EcoDiesel

28

+5-9mpg



RAM

Ram Pickup Trucks

Key Why-Buys

- Fuel Economy

The BEST →

14MY Trucks

25 mpg Gas
28 mpg Diesel

- Power

The BEST →

850 ft/lb Torque

- Payload

The BEST →

7,320 lbs.

- Towing

The BEST →

30,000 lbs.



Ram Pickup Trucks

Commitment to Innovation

- 
- Light Duty Link Coil Suspension Jul 2008
 - **RamBox Storage System** Oct 2008
 - **Light Duty Active-Level 4-Corner Adaptive Air Suspension** Sep 2012
 - Light Duty - Torqueflite 8-speed automatic transmission Sep 2012
 - Light Duty - Rotary Dial, Dash Mounted Transmission Shifter Sep 2012
 - **All-Secure Remote Locking System (Doors, Tailgate, RamBox)** Sep 2012
 - Uconnect 8.4" Radio with Touch Screen and Navigation Sep 2012
 - Heavy Duty 30,000 lb. Trailer Tow Capability Feb 2013
 - Heavy Duty Dual Rear Wheel Electronic Stability Control Feb 2013
 - Chassis Cab with Standard Electronic Stability Control
 - Heavy Duty Cargo View Camera Feb 2013
 - Heavy Duty and Chassis Cab with available Manual Transmission Feb 2013
 - Full Size Cargo Van with Front Wheel Drive Sep 2013
 - Heavy Duty 6.4L V8 Hemi Engine with BIC Power and Torque Oct 2013
 - Heavy Duty Rear Link Coil Suspension Oct 2013
 - Heavy Duty Tire Pressure Display, 4 or 6 Dual Rear Wheel Tires Oct 2013
 - **Light Duty 3.0L EcoDiesel Engine with Best In Class 28 MPG** Feb 2014
 - Heavy Duty Auto-Level Rear Air Suspension Mar 2014
 - Heavy Duty Power Wagon – most capable Off Road Pickup Truck Apr 2014

Ram Pickup Trucks: Commitment to Innovation

CLASS-EXCLUSIVE

RamBox Cargo Management System

- Offers up to 8.6 cubic feet of incremental dry, lit, and lockable storage
- Perfect for securely storing tools, gear or beverages



RAM

Ram Pickup Trucks: Commitment to Innovation

CLASS-EXCLUSIVE

Active-Level 4-Corner Air Suspension

- Ability to raise/lower vehicle up to 4 inches:
 - Improves aerodynamics and fuel economy
 - Improves ground clearance
 - Assists with loading/unloading
 - Automatically levels vehicle when bed is loaded or trailer attached.



Ram Pickup Trucks: Commitment to Innovation

CLASS-EXCLUSIVE

All-Secure Remote Locking System

- Keyless Enter 'n Go locks/unlocks the doors, tailgate and RamBox system simultaneously
- Secures all cargo with the touch of a button



RAM

Ram Pickup Trucks: Commitment to Innovation

CLASS-EXCLUSIVE

Light Duty 3.0L EcoDiesel Engine with BIC 28 MPG

- 9,200 lbs towing
- 420 ft/lbs torque
- Best fuel economy of any pickup truck EVER
- Proven diesel durability



RAM

Ram Pickup Trucks: Awards

MOTOR TREND
TRUCK
OF THE
YEAR
2013



2013 Motor Trend
"Truck of the Year"

MOTOR TREND
TRUCK
OF THE YEAR
2014



2014 Motor Trend
"Truck of the Year"

Consumer
Reports

2014
Recommended

2014
Top 4 Best
Vehicles
Overall

2014
Best
Pickup Truck



Texas Auto Writers Association, Inc.

2013
"Truck of Texas"

2014
"Truck of Texas"

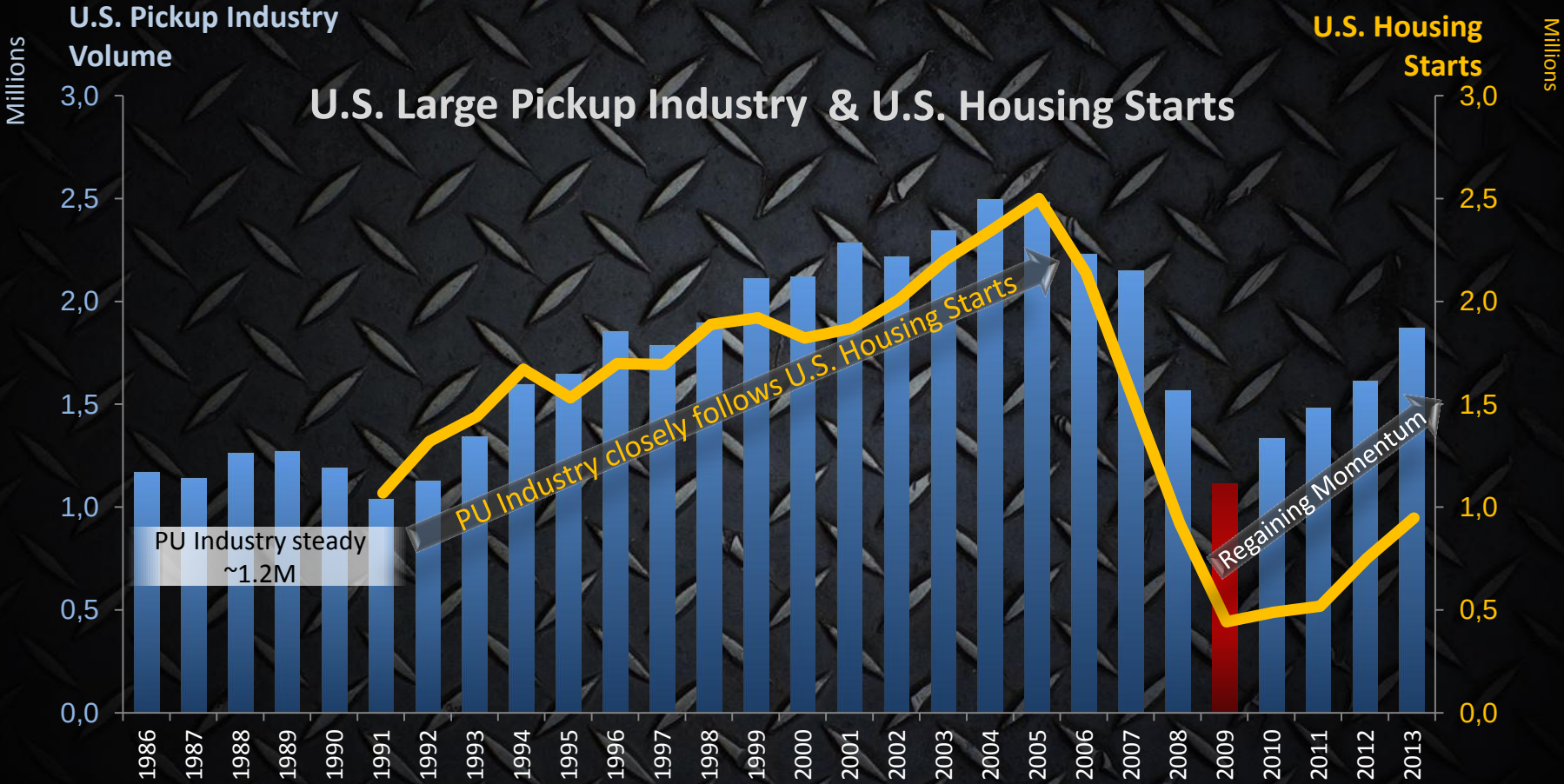


2014
Canadian
Truck King
Challenge Winner

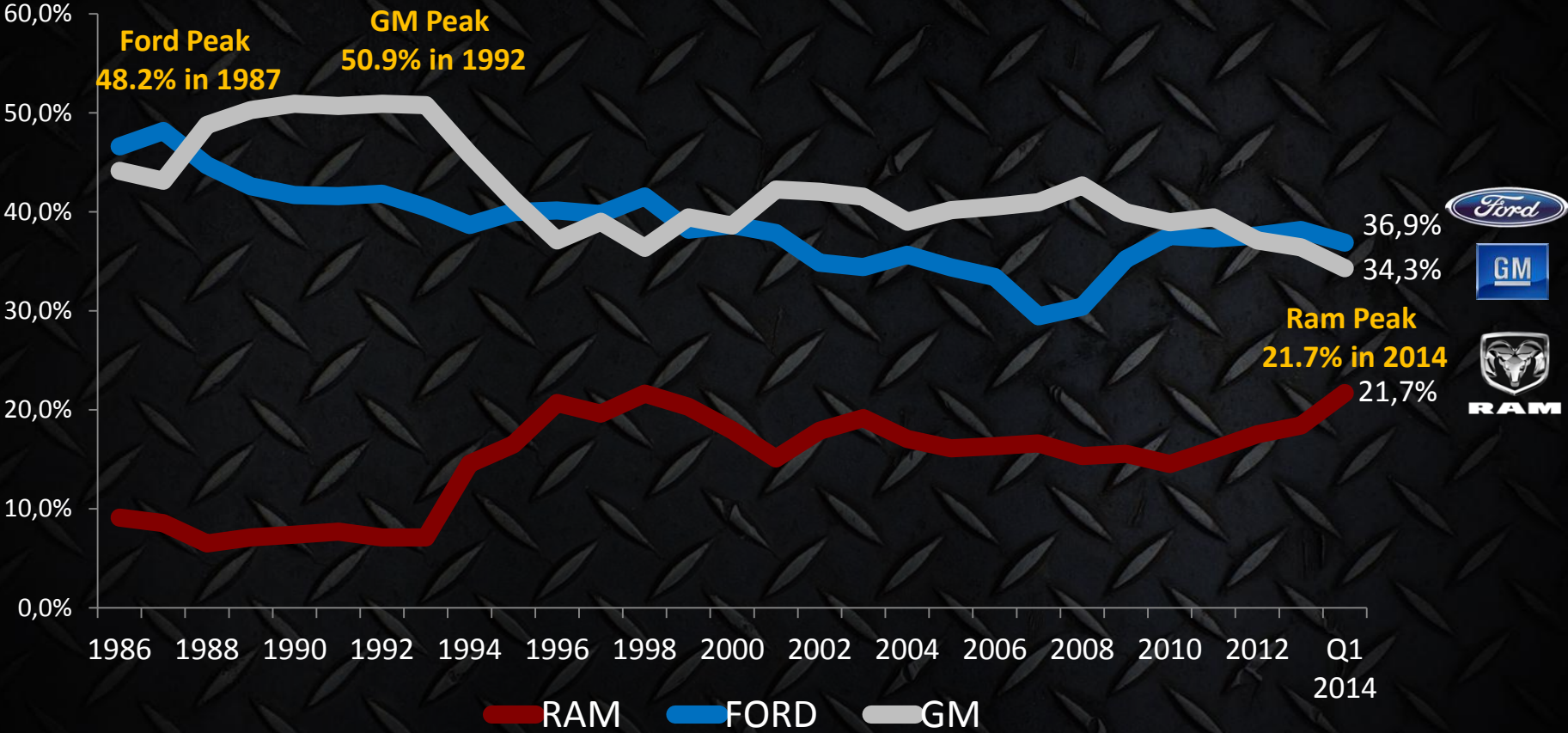


RAM

Pickup Truck Market: U.S. Industry Correlation to Housing Starts



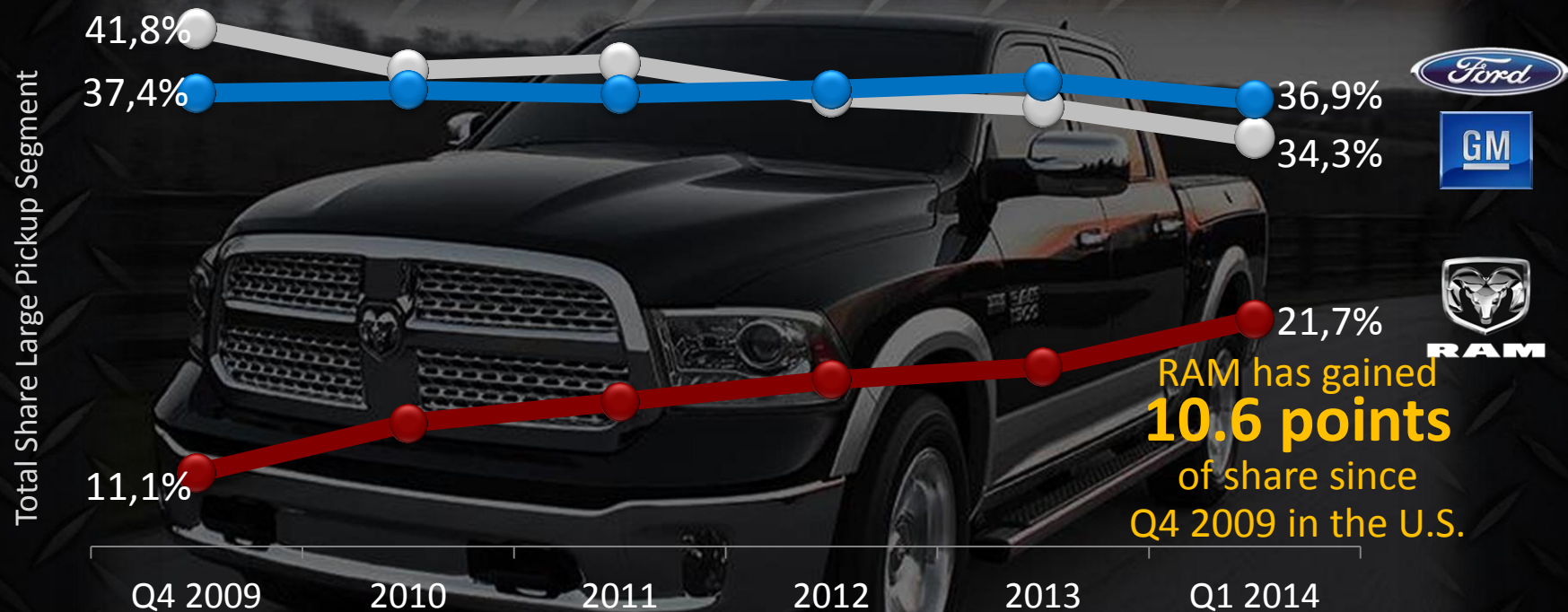
Pickup Truck Market: U.S. Large Pickup Total Share



Pickup Truck Market: Ram Large Pickup Share



Drilling a Little Deeper ... The Last 5 Years



Ram is the **FASTEST** growing Truck Brand in the U.S. ...

Pickup Truck Market: Ram Large Pickup Share



Drilling a Little Deeper ... The Last 5 Years

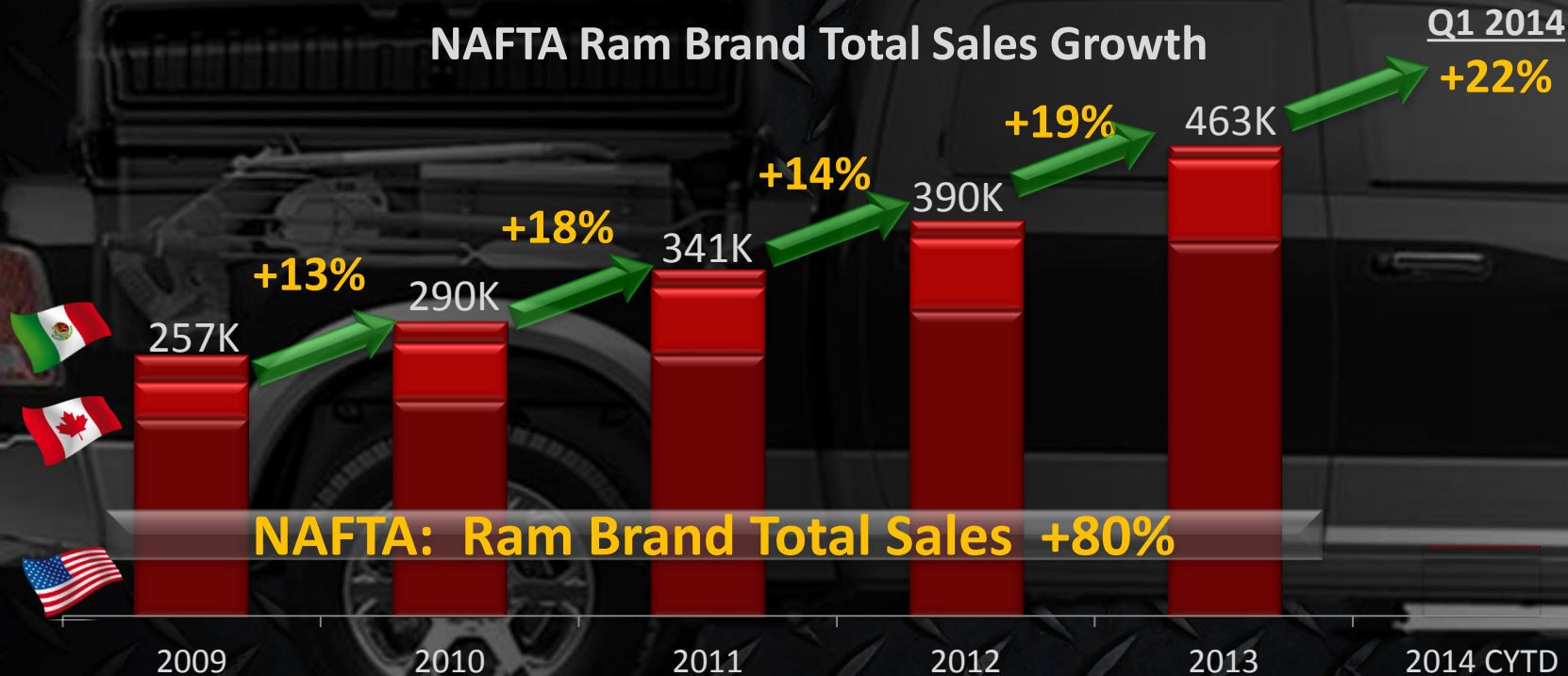


NAFTA Ram Brand Sales

Drilling a Little Deeper ... The Last 5 Years



NAFTA Ram Brand Total Sales Growth



RAM

Pickup Truck Market: Ram Customers



Average Age

52

58

59

HH Income

\$91K

\$85K

\$77K

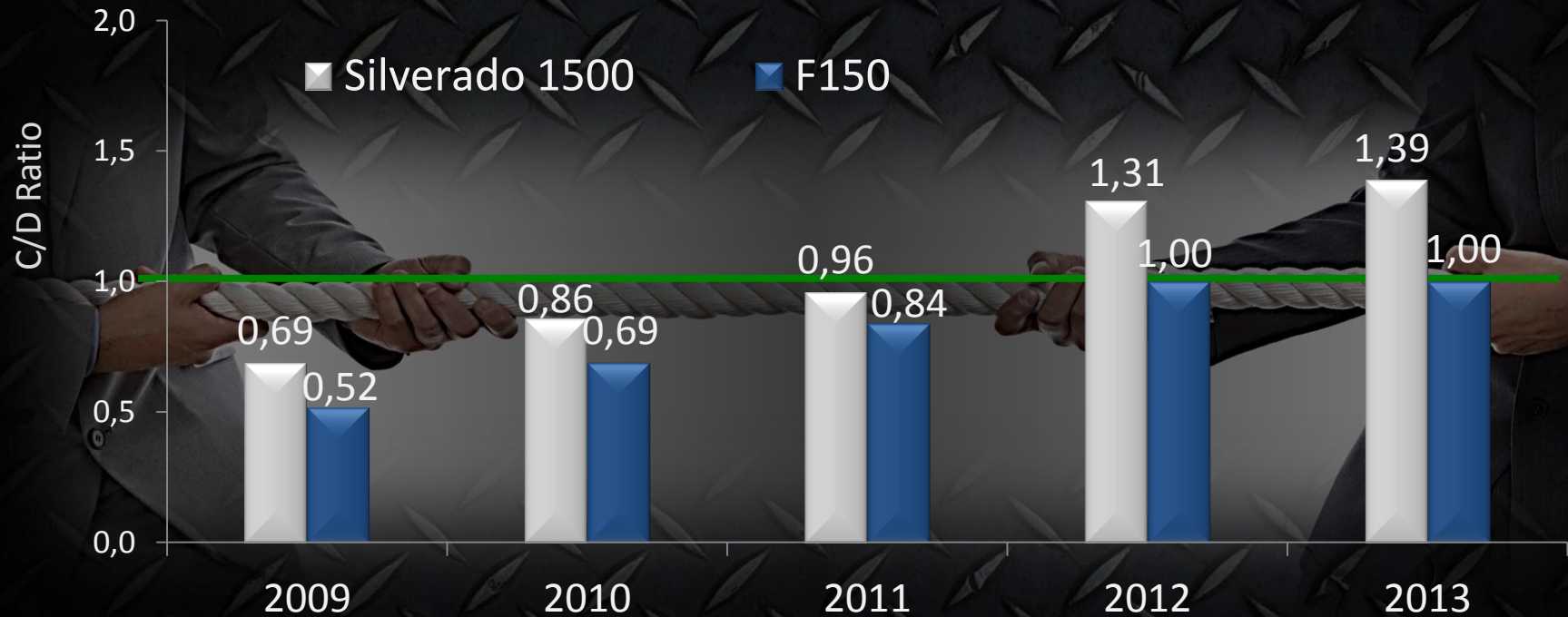


Ram customers are
YOUNGER and
more **AFFLUENT**
than Ford and GM



Pickup Truck Market: Competitive Conquest/Defection

Ram 1500 Conquest/Defection Ratio vs. Competition



Ram Commercial



Ram Commercial

RAM Commercial ... What are we doing?

1. **ENHANCING** the capabilities of our Tradesman series of trucks from half-ton to 5500
2. **ESTABLISHING** ~900 commercially focused dealers (Business Link / Ram Commercial)
3. **EXPANDING** our commercial/vocational marketing efforts
4. **LEVERAGING** FIAT Professional to bring proven commercial vans to the U.S.



Ram Commercial: Leveraging FIAT Professional Offerings

**FIAT
DUCATO**



**RAM
PROMASTER**



PROMASTER

**FIAT
DOBLO**



**RAM
PROMASTER CITY**



**PROMASTER
CITY**

Two **PROVEN PERFORMERS** bringing innovative solutions to the North American Market



RAM PROMASTER VIDEO



Ram Commercial: 2014 Ram ProMaster

What it offers:

- BEST IN CLASS
PAYLOAD (4,430 lbs.)
- BEST IN CLASS
INTERIOR HEIGHT (65 in.)
(Standard Roof)
- BEST IN CLASS
CARGO CAPACITY (353 cu. ft.)
(1500 series,)
- BEST IN CLASS
TURNING RADIUS (36 ft.)



Ram Commercial: Ram Chassis Cabs

What it offers:

- BEST IN CLASS
GCWR (37,500 lbs.)
- BEST IN CLASS
TOWING (29,600 lbs.)
- BEST IN CLASS
REAR FRAME STRENGTH (50,000 psi)
- BEST IN CLASS
DUAL TANK FUEL CAPACITY (74 gal.)



The Plan: Ram Brand Product Actions



2014

Light Duty
3.0L
Eco Diesel

2015

Light Duty
minor
update

2016

Heavy Duty
minor
update

2017

Light Duty
major
update

2018

Heavy Duty
major
update



ProMaster
Diesel
Introduction

ProMaster
City
Introduction

Commercial
Light Duty
major
update

Chassis Cab
minor
update

Commercial
Heavy Duty
major
update

Chassis Cab
major
update



RAM

The Plan: Ram Brand – NAFTA Sales Plan



2013-2018 Large PU & Van Industry

2013-2018 RAM Brand Volumes



The Plan: Ram Brand Priorities

- **Build** the Brand
 - ✓ Ram and Ram Commercial
- **Lead** in Truck Innovation
 - ✓ 3.0L Diesel
 - ✓ Air Suspension
 - ✓ Ram Box Storage
 - ✓ Coil Spring Suspension
 - ✓ 8-Speed Transmission
- **Expand** Product Portfolio
- **Capitalize** on Commercial Opportunities
- **Grow** Sales and Share





PROFESSIONAL



RAM



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