

PRESS RELEASE

**COMMERCIAL AGREEMENT
BETWEEN THE FIAT-CHRYSLER GROUP AND INTESA SANPAOLO
A PROGRAMME OF SPECIAL TERMS FOR LONG-TERM RENTAL AND
PURCHASE OF VEHICLES**

- **Fiat-Chrysler and Intesa Sanpaolo join forces to help families, freelance professionals and small businesses in the mobility sector**
- **The agreement arises in the context of preparation for Expo 2015, an event in which both groups are Official Global Partners**
- **The development of a commercial plan is envisaged with specific offers for long-term vehicle rental, purchase of new vehicles and after sales assistance**

Turin, 26 September 2014 – **Fiat-Chrysler** and **Intesa Sanpaolo** have initiated commercial cooperation to offer the customers of the Banks of the Intesa Sanpaolo Group **advantageous terms for long-term rental, purchase of cars and commercial vehicles and after sale assistance.**

The agreement was signed by **Alfredo Altavilla**, COO of the EMEA Region of the Fiat-Chrysler Group and **Stefano Barrese**, Head of the Planning and Control Department and of the Marketing Department of the Intesa Sanpaolo Group.

Both groups are **Official Global Partners** of **Expo Milano 2015**, the universal exhibition to be held in Milan from 1 May to 31 October next year, and it is in this context that the partnership came into being and was developed. In particular, Fiat-Chrysler will provide a fleet of cars to be used for moving around inside the area of Expo Milano 2015 and as courtesy cars for the guest delegations. Intesa Sanpaolo has developed a wide ranging project featuring several initiatives for suppliers, sponsors and visitors, with special attention devoted to the Smart City, Food and Tourism sectors. Moreover, admission tickets to the exhibition will be on sale at the branches of the Group Banks, at the ATMs of the Group and through the Internet Banking service.

The immediate objective is to **provide special terms for individuals and small businesses in the mobility sector**, the cost of which is a major expense item in the budgets of families and businesses. In fact, Italians are asking companies and banks to develop **new products**

and services which are nearer to their needs and which allow them a simpler life without spending more.

Furthermore, the cooperation between Fiat-Chrysler and Intesa Sanpaolo, two leaders in the world of business and banking, responds to the need for **concrete action to stimulate a recovery in consumption**.¹

Starting in October, the agreement will enable customers of the Banks of the Group to **rent a vehicle over a long term** – which is what happens for example with company fleets – **obtaining the service at advantageous rates which can be seen directly on line**. This formula, as we all know, transforms the utilisation cost of the vehicle into an “all-inclusive” monthly instalment with a saving on registration fees, road tax, ownership tax, insurance, maintenance and contingencies.

Other aspects of the agreement will be determined by Intesa Sanpaolo e Fiat-Chrysler concerning joint offers for the **purchase of new vehicles** and **special terms for after sales assistance**.

For **Alfredo Altavilla** the agreement with Intesa Sanpaolo “*brings together two organisations which are very important in the country’s economy, since they are adopting a coordinated approach and provide services to anyone to improve their daily mobility, as we have already done with car sharing. Our group produces cars which are increasingly focused on environmental matters, comfort and advanced technology, but it is important for the entire automotive industry to adapt to the expectations of every motorist. And today’s agreement moves in this direction*”.

Stefano Barrese pointed out that the agreement with Fiat-Chrysler “*makes it possible to strengthen the offer in a sector which affects the budgets of families and small to medium businesses considerably. For some time Intesa Sanpaolo has initiated a structured change with the goal of becoming a reference point for 11.5 million customers not only with regard to banking and investment operations, but also for equally important needs, such as insurance coverage, purchases and payments. Furthermore, the Bank has extended the possibility of receiving customers outside working hours and on Saturday mornings, and to access products, services and advice on line*”.

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¹ According to a research by GfK Eurisko for Intesa Sanpaolo on Consumers’ Behaviours, updated to August 2014, the perception of consumers is now less critical; compared to the beginning of the year, 6 million more Italians express more positive opinions on their economic condition. Nevertheless, Italian families continue to spend very cautiously: the strategy of containing expenditure is still the first priority for 43% of consumers.