

Australian Private Sale "Sale Insights"

Brands

2015 - May 2016

JEEP

Jeep®

Migrated from another segment

25%

These are SUV owners, predominantly Jeep, moving among the different models.

Trade Sweet Spot 2011-2013 MY

59%

2013 & 2013 tied for the largest model year trade in at 24% each.

Brand Loyalty

56%

Buyers are very loyal with Jeep having the highest brand loyalty.

Owned/Traded In Non FCA Brand

39%

Holden was the 2nd ranked trade in brand at 7% and Toyota was 3rd at 5%.

#1 Sold
720 Units - 75%



FIAT

Migrated from another segment

36%

2013 was the largest model year trade in (28%) with 2012 and 2011 coming in at 11% each.

Trade Sweet Spot 2011-2013 MY

49%

Brand Loyalty

18%

Lowest loyalty of all the FCA brands.

Owned/Traded In Non FCA Brand

65%

High capture rate from competitors. Ford (10%), VW (10%) and Nissan (8%) ranked 3rd, 4th and 5th.

#2 Sold
72 Units - 8%



DODGE

Migrated from another segment

35%

2010, 2011, 2012 and 2013 all tied at 21% each.

Trade Sweet Spot 2011-2013 MY

63%

Brand Loyalty

44%

One of the lower loyalty brands of FCA. 13% were Jeep owners moving over.

Owned/Traded In Non FCA Brand

38%

Holden and Ford were the largest non FCA brand at 6% each and ranked 3rd / 4th.

#3 Sold
34 Units - 4%



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Brands

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ALFA ROMEO

#4 Sold
32 Units - 3%

Migrated from
another segment

19%

Lowest migration from another segment.

Trade Sweet Spot
2011-2013 MY

54%

2013 model year had the highest volume at 33%. 2005 came in 2nd at 17%.

Brand Loyalty

48%

Good brand loyalty with owners trading in for the new model.

Owned/Traded In
Non FCA Brand

19%

Strong loyalty from FCA brands with Jeep and Fiat being tops.



CHRYSLER

#5 Sold
30 Units - 3%

Migrated from
another segment

21%

2nd lowest level of migration from another segment.

Trade Sweet Spot
2011-2013 MY

67%

2012 was strongest trade in model year at 38%.

Brand Loyalty

50%

Strong loyalty to the brand and vehicle. SRT-8 owners stayed with the SRT-8 and 2 of the 10 300 owners moved up to a 300 SRT-8.

Owned/Traded In
Non FCA Brand

32%

Holden was 2nd with 11%. Toyota (7%) tied with Jeep and Dodge.



CHRYSLER

Australian Private Sale "Sale Insights"

Models

2015 - May 2016

JEEP GRAND CHEROKEE

Migrated from another segment

19%

One of lowest migration %. These are SUV owners moving up to the larger model.

Trade Sweet Spot 2011-2013 MY

62%

2013 was the largest model year trade in at 26%. 3% were 2015 models.

Model Loyalty

47%

Jeep models made up 4 of top 5 along with Holden.

Traded In Non FCA Brand

34%

Holden was the largest non FCA brand (6%) and 2nd largest brand after Jeep.

#1 Sold
519 Units



JEEP CHEROKEE

Migrated from another segment

30%

2013 was the largest model year trade in (22%) with 2012 coming in a close 2nd at 21%.

Trade Sweet Spot 2011-2013 MY

54%

Top model was the Compass beating Cherokee 16 to 13. Buyers may not be loyal to the model, but are to the brand. Jeep models were in 5 of the 6 top or 44% of the trade ins.

Model Loyalty

15%

Traded In Non FCA Brand

42%

Mazda was the largest non FCA brand (8%) ranking 3rd.

#2 Sold
152 Units



JEEP COMPASS

Migrated from another segment

34%

2013 was the top trade in model year (23%). Older models also played a role with 2005 & 2007 each representing 11%.

Trade Sweet Spot 2011-2013 MY

51%

The models after the Compass are a mix. The Grand Cherokee, Wrangler and Cherokee (2nd, 3rd & 4th) make up 18%.

Model Loyalty

38%

Traded In Non FCA Brand

47%

Holden was the largest non FCA brand (11%) and ranked 2nd in trade in brands.

#3 Sold
72 Units



Australian Private Sale “Sale Insights” Models 2015 - May 2016

JEEP WRANGLER

**#4 Sold
68 Units**

Migrated from
another segment

31%

Trade Sweet Spot
2011-2013 MY

44%

Model Loyalty

46%

Traded In Non
FCA Brand

36%

2012 and 2013 model years tied at 19% each for top spot.

After the Wrangler, the models are mixed. Cherokee, Grand Cherokee and Compass (2nd, 3rd and 4th) make up 18%.

62% of buyers were Jeep owners. After Jeep, no real winner in trade in brands.



JEEP PATRIOT

**#5 Sold
42 Units**

Migrated from
another segment

52%

Trade Sweet Spot
2011-2013 MY

52%

Model Loyalty

47%

Traded In Non
FCA Brand

56%

The highest level of migration from another segment (cars).

2012 was strongest trade in model year at 33%. The balance was split across a mix of model years.

Like the other Jeep models, the trade ins after the Patriot were a mix but in this case, non FCA brands.

Toyota was the largest non FCA brand, 11% of trade ins) ranking 2nd.



JEEP RENEGADE

**#6 Sold
41 Units**

Migrated from
another segment

43%

Trade Sweet Spot
2011-2013 MY

68%

Model Loyalty

**New
Product**

Traded In Non
FCA Brand

32%

2012 and 2013 tied for top spot at 32% each.

Jeep models - Compass, Wrangler and Patriot ranked 1st to 3rd and represented 53% of the trade in models.

54% of trade ins were Jeeps. Balance of trade ins were a mix coming from many brands.

