

Sales of ABARTH Brand in Japan Reaches 5,000 Units

(Sept.9, 2014) Fiat Chrysler Japan (main office: Minato-ku, Tokyo; president: Pontus Häggström) announced today that cumulative sales of the ABARTH brand in Japan, which was released in April 2009, have reached 5,000 units.

In Japan, starting with the release of the ABARTH Grande Punto in 2009, ABARTH has introduced eye-catching premium sports compact models one after another including the symbolic ABARTH 500 and collaboration models ABARTH 695 Tributo Ferrari and ABARTH 695 Edizione Maserati. While expanding its product lineup, ABARTH has increased its brand recognition. The ABARTH 595 Series released last year includes the ABARTH 595 Competizione and ABARTH 595 50th Anniversary limited edition model that have been supported by many Japanese customers for their unique ABARTH perspective.

This has resulted in sales of ABARTH in Japan hitting a first half all-time high of 951 units from January to June 2014. Sales of 1,147 units from January to August also set an all-time mark in year-by-year increase (up 275 units from January to August 2013). Furthermore, sales in June of 211 units not only set an all-time high but were also number one worldwide.

With this growth as a backdrop, expansion of the ABARTH dealer network is regarded as the primary focus of the brand's growth strategy. Since reaching sales of 3,000 units in Japan in May 2013, 7 new dealerships have been opened (more than double from May 2013 when the number was 8), and with three more to be added in 2014, the plan is to increase the number of dealerships to 20 nationwide.