

## Message from the CEO



Dear Dealer Colleagues,

2013 is behind us and we had quite an eventful year. Jeep introduced a face-lifted Grand Cherokee successfully, the first Alfa 4C orders were placed for a very lucky few customers and overall the motor industry finished at a respectable pace. Going into 2014 we still have good product news with the Fiat 500L having arrived in numbers, the new Jeep Cherokee is scheduled to hit our shores around mid-year and we have a great network in place to support sales and service.

There will be challenges too! The industry is cooling a bit and we must become even more aggressive in our sales efforts. From our side we plan new marketing strategies for all brands, the abovementioned product introductions and a full focus on making business easy and profitable for our retailers. These are not just words but promises to continually review processes and procedures to ensure you are able to spend your days in selling and servicing as opposed to analysing more rules and policies. We also have a couple of surprises up our sleeve that will ensure we remain competitive and likely ahead of the industry. Watch this space!

Fiat has completed the buyout of the 41.46% stake in Chrysler shares held by the United Auto Workers' union after months of negotiating. The deal, worth in excess of \$3.65 billion, was ratified at the end of January and will allow the company to fully execute the vision of creating a global automaker. Locally, this will have little effect for the time being; however a complete integration of the two local firms will be inevitable.

What would a sales year be without some fun and excitement? To this end we continue with a history of offering travel rewards to the network. This year the hard working among you may be joining us on a trip to China. This is a once in a lifetime program that you do not want to miss! Be sure your team is focused on a fast start in 2014 not only to earn a fantastic trip but to earn lots of Dealer Rewards payments through our simplified program.

I can't write without asking for something. Please recommit to an aggressive sales spirit, full accountability of showroom traffic and a genuine effort to do something different and better in 2014. This is the attitude we are taking at Chrysler South Africa and Fiat Group Automobiles South Africa. If you join us, there is no goal we can't achieve and no record we can't break!

Good selling,

Trent Barcroft