

## FCA readies itself for the future

The National Sales Companies of Fiat Chrysler Automobiles (FCA) have been operating locally as separate financial entities for the past five years, albeit under one management team, and are due to take the next step towards full integration under the Fiat Chrysler Automobiles South Africa (FCASA) banner from early in 2018.



To see the company forward, Robin van Rensburg joined FCA as CEO early in 2017: "My role so far at FCA has been very interesting and challenging and I am looking forward to taking FCA South Africa to new heights".

### Challenging industry times

2017 has been a challenging year for the motor industry as a whole and the FCA brands have not quite taken their fair share of the demanding market conditions, yet the brands have managed to launch a number of key models into the market.

The Alfa Romeo Giulia was launched in March into the D-Segment, introducing technology from the Ferrari and Maserati sibling brands, this was followed by the C-Segment Fiat Tipo in May. Finally, it reintroduced the Fiat Panda with eco-friendly as well as duty-friendly, TwinAir engines. The range includes the functional 4x4 and Cross versions, the industry's most cost-effective and only A-Segment 4x4.

### Upcoming launches

With 2017 drawing to a close, the Alfa Romeo brand will launch the Stelvio SUV, the first SUV from the marque, towards the end of the year.

In 2018, the FCA expansion is set to continue with new models being launched locally; the all-new Jeep Compass is due to arrive in the first quarter, and the venerable Jeep Wrangler replacement will also make its first appearance later in the year.

In between these models, the Grand Cherokee Trackhawk, powered by a supercharged 707 HP V8 engine, will make its local debut. Numerous new model additions will also be added to the various Italian brands.

### Farewell to Chrysler and Dodge

FCA will also say a fond farewell to two of the mainstay car brands, with the Chrysler and Dodge vehicle ranges no longer being available locally. This unfortunate situation has arisen from the company's principals in the USA no longer building Chrysler or Dodge vehicles in right-hand drive configuration. It will, however, continue to support and service the existing

Chrysler and Dodge vehicles through its franchise dealers.

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