



Jeep®



FCA | FLEET & BUSINESS

# SOLUZIONI

ISSUE 1. OCTOBER 2017



## Stelvio heads all-star cast

Exciting, practical, safe and efficient: how FCA brands fulfil fleets' needs



FRANCIS BLEASDALE ■ JEEP COMPASS ■ DEALER NETWORK  
■ TECHNOLOGY ■ DEALER GROUP CASE STUDY ■ MEET THE TEAM



## A HIGH PERFORMANCE MINDSET

Created from the Alfa Romeo Quadrifoglio – the pinnacle in Alfa Romeo engineering – the Alfa Romeo Giulia Tecnica version offers unparalleled comfort and outstanding specification for the Business user. The stunning Alfa Romeo Giulia Tecnica can be yours from just £30,840 (P11D) and thanks to its all-aluminium 2.2 Litre Diesel turbo engine, ownership is equally attractive.

For more information, call our Business Centre free on **0808 168 7188** or email [alfaromeo.fleet@alfaromeo.com](mailto:alfaromeo.fleet@alfaromeo.com)

*La meccanica delle emozioni*



Range of official fuel consumption figures for the Alfa Giulia range: Urban 33.6 – 53.3 mpg (8.4 – 5.3 L/100km); Extra Urban 61.4 – 80.7 mpg (4.6 – 3.5 L/100km); Combined 47.9 – 67.3 mpg (5.9 – 4.2 L/100km). CO<sub>2</sub> emissions 138 – 109 g/km. Fuel consumption and CO<sub>2</sub> figures are obtained for comparative purposes in accordance with EC directives/regulations and may not be representative of real-life driving conditions. Model shown is the Alfa Romeo Giulia 2.2 Turbo Diesel 150hp Tecnica at £31,035 OTR including metallic paint at £695.

**LEASYS**

# WELCOME

**F**

CA Group is delighted to be partnering with *Fleet News* on this new publication.

Over the past few years we have enjoyed consistent growth in the fleet sector, with our share strengthening in both cars and light commercial vehicles.

We are in a unique position to offer fleet operators a wide range of brands and models which meet all their needs, from the accessibility of Fiat to the premium and aspirational Alfa Romeo to our Jeep SUVs and Fiat Professional light commercial vehicles.

The fleet and corporate sector is very important to us and last year we made a number of significant changes to our business structure in order to improve our services to companies and their drivers.

You can read all about our fleet proposition in this report, as well as details of our exciting new models, such as the Alfa Romeo Stelvio and Jeep Compass.

We hope you find this magazine a useful and informative read.



**SIMON WHEELER** NATIONAL CORPORATE  
MARKETING MANAGER

## INSIDE THIS ISSUE

**4**

### INTERVIEW

Fleet and remarketing director Francis Bleasdale says the future is rosy

**6**

### MEET THE TEAM

The key players at FCA who are helping the company stay at the top

**8**

### SPOTLIGHT: FIAT TIPO

Both hatchback and estate models are packed with brilliant features

**10**

### SPOTLIGHT: ALFA ROMEO STELVIO

Combining heritage and practicality

**12**

### SPOTLIGHT: JEEP COMPASS

Either on or off-road, the Compass is versatile and proficient

**14**

### DEALER NETWORK

Levels of service continue to rise, plus a focus on Mopar Aftersales

**16**

### BRAND HISTORY

How it all began for FCA – and the awards it has won along the way

**18**

### TECHNOLOGY

New features are delivering an unrivalled driving experience

**20**

### INTERVIEW

TCO manager Chris Lovegrove is drawing on all his experience

**22**

### INTERVIEW

Roberto Bellavia, Head of Leasys UK, is looking further afield for growth

**24**

### INTERVIEW

Richard Chamberlain is confident of further success at Fiat Professional

**26**

### CASE STUDY

How becoming a business centre benefited the T H White dealer group

**28**

### EVENTS ROUND-UP

From Tough Mudder to the London art scene, FCA is at the heart of the action

**30**

### CARS

Overview of the nine latest models across the FCA range

**33**

### VANS

Three new Fiat vans to suit all commercial requirements

**34**

### FCA DRIVE DAY

Great success as vehicles are put through their paces at Silverstone



# Francis Bleasdale

FLEET AND REMARKETING DIRECTOR, FCA UK

**A collection of brands with a single point of contact has been key to the ongoing success of FCA UK – and with exciting new launches in the pipeline the future is looking decidedly rosy**

**F**iat Chrysler Automobiles UK is going from strength to strength in the fleet and business sector. The group has seen registrations grow year-on-year, helped by new products such as Alfa Romeo Giulia, Fiat Tipo and Fiat Fullback, while other developments have seen it strengthen its fleet team and improve its aftersales proposition.

This progress has earned it independent recognition: earlier this year FCA UK was named Most Improved Fleet Manufacturer of the Year by influential industry publications *Fleet News* and *Fleet World*.

However, far from resting on its laurels, the group is working to further enhance its fleet proposition, with the upcoming launches of the Alfa Romeo Stelvio and Jeep Compass key to this, says Francis Bleasdale, fleet and remarketing director at FCA UK.

"It's no secret what you need to be successful in the fleet and business sector," he says. "You need to have strong, appealing products, you need to have a strong service to support companies in order to operate those products, and you need to be competitive. Those are the things you need and we've worked hard to develop that."

Bleasdale says the ability that FCA UK Fleet and Business has to go to market as a collection of distinct brands – Fiat, Alfa Romeo, Jeep, Abarth and Fiat Professional – with a single point of contact puts it in a unique position compared to other manufacturers.

"We recognise people's days – and the hours in those days – are quite tight and they don't want to be seeing masses of manufacturer representatives, so the ability to see someone who can converse with them and support them for all their fleet needs gives us a unique selling point," he says. "Our brands complement each other well. Jeep is the iconic 4x4 and SUV brand, Fiat is a fantastically accessible fun brand, very youthful, Alfa Romeo has a strong sporting heritage and is very aspirational, Fiat Professional is a very strong commercial vehicle brand with a good history, and Abarth is a real enthusiasts' brand."

"Our brands are distinct, unique and have very clear positions in the marketplace, and as such that helps us when we speak to customers because they can see quickly and easily where our products line up with their own fleet requirements. This mix means we can usually find something within our brands that has an application for a customer need, and we've got a raft of new product coming now as well."

This is primarily the Stelvio and Compass, both of which are due later this year. "Compass takes us right into the biggest SUV segment in the marketplace and is going to be really important for us," says Bleasdale. "In the UK it will be a really bright addition to the Jeep range and fill the gap between Cherokee and Renegade."

The recent reinvigoration of the Alfa Romeo brand, demonstrated by the Giulia, has meant the group has been added to the choice lists of some major corporates for the first time.

"This has to be partly down to the press coverage we've had on those cars," says Bleasdale. "We're finding fleet managers are now being asked about Alfa Romeo products by their drivers, and that includes within pharmaceutical, engineering and financial services companies."

"There is a real reservoir of goodwill when it comes to Alfa Romeo, and there's a desire among user-choosers, who may well be on their second or third BMW 3 Series or third or fourth Audi A4, to have something that's different, but at the same time not have to compromise to get that something different."

"We've managed to achieve that with Giulia. Together with Stelvio, we're finding it's opening doors for us in companies we haven't been on the choice lists of before."

Bleasdale expects around 40% of Stelvio volume to go to fleet. "That will be to genuine end-users, through the corporates, through the SMEs. We won't be doing any short-cycle business," he says.

The introduction of business-focused models across the FCA UK brands has also been a success.

Tecnica versions of the Alfa Romeo Giulietta and Giulia and the Fiat Tipo Elite have been developed to attract fleet business through a combination of competitive P11D prices, high equipment levels and low CO<sub>2</sub> emissions.

"These trim levels allow us to offer really good, appealing products to the user-chooser and have proved really popular," says Bleasdale.

While its vehicles may be the most visible sign of FCA UK's progress, plenty of work has gone on behind the scenes to improve the rest of its fleet offering: significant gains have been made in many areas, such as aftersales and total cost of ownership propositions.

"The market has been quite challenging in 2017 and we've had to be very selective about some of the business we've done, and that's mostly driven by the desire and willingness to try and protect the residual value position of our cars," says Bleasdale.

"I'll give you an example. On Giulia we've done absolutely no rental whatsoever – not a single unit – and we are starting to see that manifest itself in the RV position of the car both in terms of its forecasted value and its current value."

Another course of action which FCA UK has taken to improve its fleet proposition is to relaunch its dealer network business centre programme. Currently just under 30 dealers belong to the initiative, which sees them provide specialist knowledge to customers. They are key in the group's desire to engage with more SME and local business customers.

Bleasdale hopes the number of business centres will increase to 40 by the end of the year. "We don't see that as being a glass ceiling," he adds. "If more dealer partners want to invest in the opportunity then we are open to that, but it's really important that we know the business opportunities that exist locally will be developed and that they can offer the level of service and support that customers want."

FCA's initiatives aren't only targeted at local businesses, it has also introduced a new Aftersales VIP service, which provides a dedicated team to support larger fleets and corporate clients.

**"Our brands are distinct and unique, and have very clear positions in the marketplace"**

### STEVE WARD NATIONAL CORPORATE LCV MANAGER



#### What is your role?

I am the National Corporate LCV Manager for Fiat Professional in charge of a team of 2 Corporate Account Managers looking after large Corporate Fleets who operate in excess of 500 commercial vehicles.

#### What is your priority for the next 12 months?

To continue to raise awareness of our product and services within the LCV market place and increase our market share with existing and new customers.

#### How do you help support fleet customers?

We offer regular review meetings, demo's of existing and new product, access to the head office brand team and aftersales team, we also work closely with our fleet customers and our Fiat Professional dealer network to ensure the best possible service and support.

### TRISTAN DOWNS NATIONAL REMARKETING MANAGER



#### What is your role?

I oversee the operation regarding the repatriation of the vehicles that are on contract to our customers, who will include most of the national rental companies.

#### What is your priority for the next 12 months?

We are currently rolling out revised and refreshed Used Vehicle Locators, whereby they sit on a more flexible platform where we can add or amend our content more easily. Our other main focus is to deliver

an online e-auction platform in association with our remarketing partners.

#### How do you help support fleet customers?

We are a main part of helping our fleet customers by ensuring we manage closely the recovery rates of what we remarket and by what volumes. It means we can assist in keeping the monthly rates charged to fleet customers as low as possible.

### NEIL McNICHOLL MOTABILITY AND PUBLIC SECTOR MANAGER



#### What is your role?

I manage the two key channels of public sector (including NHS Trusts and bluelight emergency services) and Motability (including converted vehicles to allow wheelchair access).

#### What is your priority for the next 12 months?

To assist the launch of key new models from the FCA brands, such as the new Fiat 500L, all-new Jeep Compass and all-new Alfa Romeo Stelvio. The variety on offer means

each of these vehicles will appeal to the different customers in my channels.

#### How do you help support fleet customers?

I will always try to find the right solution for the end-user from the vast range of vehicles in the FCA family. There is a vehicle within the FCA stable that is perfect for each job and I like to go the extra mile to make sure that the needs of the fleet customer are met.

### ROB ENGLISH NATIONAL CORPORATE AND LEASING SALES MANAGER



#### What is your role?

My team works with the leasing companies and the large corporate customers running more than 500 cars, identifying the best solutions and products to meet their needs while supporting our leasing partners by building awareness of our FCA Group portfolio.

#### What is your priority for the next 12 months?

To grow market share and portfolio to deliver our sales objectives. Ensuring our vehicles are well received

across our leasing partner network and presented to our corporate clients is paramount, as well as working hard to maintain a highly-competitive TCO by supporting the sales process with our partners.

#### How do you help support fleet customers?

The team fully understands the requirement to add value through its relationships with our partners and customers to ensure end-users and fleet managers can make informed choices on their vehicles.

## TIM HAWKESWOOD NATIONAL AFFINITY SALES MANAGER



### What is your role?

In addition to our VIP and Tax Free Programmes, my main responsibility is to manage our Affinity programmes, comprising the development of Affinity consumer incentives, implementation and communication of our preferential purchase schemes for staff and family members, of FCA corporate customers, partner customers and organisations.

### What is your priority for the next 12 months?

To continue the development and growth across all the FCA brands. It's a particularly exciting time with an expanding product line-up, including the exceptional Alfa Romeo Giulia, contributing towards the evolution of our business.

### How do you help support fleet customers?

With all five FCA brands available in our Affinity scheme, the portfolio enables our corporate customers to increase employee motivation and aid retention.

## LAURENCE HAGGER NATIONAL RENTAL MANAGER



### What is your role?

I am in charge of our direct rental sales channel, working with rental companies across the UK for both passenger and commercial vehicles.

### What is your priority for the next 12 months?

We work hard every day to understand and focus on delivering to our customers' specifications. Maintaining these standards and working closely with our distribution network to infleet and defleet cars is a day-to-day

challenge.

### How do you help support fleet customers?

It is key for me to have a close working relationship with my direct customers, who run some of the biggest fleets in the UK. I manage the processes that make sure FCA is top of the considerations when the replacement cycles come around. Having such a wide portfolio means I am able to tailor programmes for any size of rental company, from the multinationals through to the smaller specialist providers.

## GLENN McCULLEY NATIONAL FLEET SALES MANAGER



### What is your role?

My sales teams work directly with end-user fleets running fewer than 500 vehicles. They are supported with a dedicated Business Centre that was established to provide support and advice for our existing and potential customers.

### What is your priority for the next 12 months?

This year we put in place the Business Centre with our award-winning ROI to provide a best-in-class service for our customers.

Building on this will be critical in maintaining and growing our customer base. We have built an industry-leading dealer fleet specialist programme with a core of FCA dealers and we will be expanding this programme across the network.

### How do you help support fleet customers?

My team not only creates bespoke packages and programmes for our customers, but works with the dealer network to deliver a seamless service.

## SIMON WHEELER NATIONAL CORPORATE MARKETING MANAGER



### What is your role?

My role is to ensure that end-users, fleet managers, business owners and decision-makers are aware of the fantastic products across the FCA range.

### What is your priority for the next 12 months?

My immediate priority is to ensure Stelvio is launched in the UK with Compass following closely after. In the autumn we will be launching the FCA company car drivers' club, designed to reward drivers of FCA product with loyalty

gifts, access to exclusive events and special club member-only promotions on accessories and new cars. We are also working on building our dealer fleet specialist network.

### How do you help support fleet customers?

Marketing communications is all about ensuring that the customer is made aware of our range and, in the business-to-business arena, is able to access the data relevant to supporting an acquisition decision.

# Fiat Tipo

New hatchback and estate models are packed with brilliant features

**FLEET CHOICE: PRICE:** £17,335 **ENGINE:** 1.6JTDM2 **CO<sub>2</sub>:** 89G/KM **MPG:** 83.1 **BIK:** 20% **RUNNING COST:** 27.27PPM

## DESIGN

Practicality is key in the C-segment, so the Tipo was designed from the ground up to be a spacious and usable car.

Combining the necessary dimensions with an attractive and strong body was achieved by Fiat's design team in Italy.

The resulting car exudes Italian flair thanks to details such as the chrome door handles and soft lines, yet also stands out for its combination of dynamism and ruggedness.

Its combination of a large front grille and LED daytime running lights, plus long, sculpted bonnet, deliver a road presence more akin to larger vehicles.

At the rear, the Tipo conveys a sportier, more compact image which is emphasised by eye-catching tail lights.

A choice of alloy wheel designs in sizes up to 17 inches complement the car's modern looks and further demonstrate its dynamic aspirations.

The colour range comprises: Ambient White, Minimal Grey, Electroclash Grey, Magnetic Bronze, Tango Red, Elba Blue, Pearl Sand and Volcanic Black.



## ENGINES

A choice of six powertrains are available, all offering extremely competitive whole life cost savings for fleet customers against established rivals.

The diesel line-up kicks off with a 1.3-litre MultiJet II unit producing 95PS with CO<sub>2</sub> emissions of just 99g/km.

A larger 1.6-litre MultiJet II unit is available in two guises. The ECO version, available exclusively in the Elite trim, returns an average 83mpg with CO<sub>2</sub> emissions of just 89g/km while the standard car is still exceptionally efficient with emissions of 98g/km. Both develop 118hp and 320nm of torque, meaning they deliver strong performance and can reach 62mph from rest in 9.8 seconds.

The petrol line-up consists of a 1.4-litre FIRE unit producing 94hp, a 1.4-litre T-Jet turbo petrol with 120PS and a 1.6-litre 109hp e-TorQ engine which is mated to a six-speed automatic transmission.



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he Fiat Tipo hatchback and estate models have been designed to offer exceptional roominess, high specification and supreme efficiency.

Fleet customers can choose from a range of trims and engines, or opt for the fleet-specific Elite model which offers a high level of standard equipment and low running costs.

No matter which model you choose, the Tipo is stylishly

packaged with a degree of elegant Italian flair that belies its impressive affordability.

A five-inch Uconnect infotainment system offers the very latest technology, including USB connectivity, Bluetooth hands-free and audio streaming, satellite-navigation with live traffic reports and DAB radio.

Uconnect can also interact with a driver's smartphone via the Uconnect LIVE app and connect with social media channels and internet radio services.

## INTERIOR

All Tipo models feature air-conditioning, a DAB radio with Bluetooth, a front central armrest and audio controls on the steering wheel.

Higher specified models include features such as climate control, a touchscreen audio system and satellite navigation.

Despite its compact dimensions, the Tipo can easily accommodate five passengers with best-in-class legroom, enabling six-foot adults at the front and the back row to travel in comfort at the same time.

Boot space is also class-leading at 440 litres for the hatchback and 550 litres for the estate. Both models have 60/40 split folding seats and the estate can carry loads up to 1.8m in length.

Numerous compartments in the cabin increase the storage capacity by a further 12 litres, and are perfect for storing personal objects such as smartphones, games consoles and bottles.

On top of this practicality, the Tipo has a commanding driving position with great visibility and comfort. All the main controls can be reached easily without the driver having to take their eyes off the road.

## SAFETY

The Tipo family offers a range of the most modern active and passive safety devices on the market.

Standard features include six airbags, a tyre pressure monitoring system and autonomous emergency braking.

All models also feature electronic stability control, which helps the driver to maintain steering under extreme conditions, traction control to stop wheel spin, and Autonomous Brake Assist which warns of potential crash risk and then applies the brake if no action is taken.

Driver assistance is furthered by the standard fitting of hill start assist and cruise control with speed limiter.

Also available is adaptive cruise control (standard on Elite), which uses a radar mounted at the front of the vehicle to adjust its speed according to the vehicle directly ahead. The system reverts to the set speed if the road ahead is clear.

Rear parking sensors and a rear-view camera can also be specified, along with automatic headlight and wiper activation and an auto-dipping rear-view mirror.



# Alfa Romeo Stelvio

Calling on all of Alfa Romeo's heritage with a nod to serious practicality too

**FLEET CHOICE: PRICE:** £33,990 **ENGINE:** 2.2JTDM2 180 **CO<sub>2</sub>:** 124G/KM **MPG:** 60.1 **BIK:** 26% **RUNNING COST:** 45.04PPM

S

telvio not only expresses the true driving spirit of an Alfa Romeo, but also the practicality of a class-leading SUV. Named after one of Italy's most famous roads, the Stelvio Pass, the new SUV boasts handling characteristics worthy of a sports car.

All models come well equipped. The entry-level 'Stelvio' trim features a comprehensive standard specification including alloy wheels, LED rear lights and dual-zone climate control.

The D.N.A. rotary driving mode selector is also included and gives greater choice over the dynamic response of the car. Dynamic mode accentuates performance with sharper steering and brakes. Natural mode is ideal for urban and motorway driving as handling is tailored for comfort, while Advanced Efficiency maximises energy saving and minimises emissions levels.

Super models gain front parking sensors, 3D navigation, a seven-inch TFT instrument cluster and a two-tone leather dashboard and part-leather upholstery.

The Speciale features 19-inch alloy wheels with red brake calipers, bi-xenon headlights and power folding door mirrors. Inside, heated front leather seats and aluminium shift paddles complete the package.

## SAFETY

A coveted five-star Euro NCAP rating with a score of 97% for the protection of adult occupants makes the Stelvio the safest vehicle in its category.

The outstanding achievement was the result of two key areas of focus: the adoption of extensive innovative safety features and the structural efficiency of its rigid and lightweight body shell.

A wide range of innovative safety systems are fitted as standard, including a segment-first: Alfa Romeo's Integrated Brake System (IBS). This technology significantly reduces braking distance thanks to its combination of electronics and mechanics.

Other standard features include lane departure warning, forward collision warning and autonomous emergency brake with pedestrian detection. Plus automatic headlight and wiper activation and electronic stability control.

To assist the driver further, active cruise control and blind spot monitoring is optionally available across the range.

## DESIGN

The Stelvio's styling pays homage to the history of Alfa Romeo with a striking, yet simple, appearance.

Alfa's trademark grille adorns the front end, while a steeply raked rear hatch and dual exhaust tips add a sporty flair.

The aerodynamic appearance is complemented by a leading power-to-weight ratio, achieved through extensive use of ultra-light materials such as carbon fibre for the driveshaft and aluminium for the bonnet, rear wings, engine and suspension.

Engineers also ensured the weight is perfectly distributed between the axles, which gives the Stelvio supreme ride comfort and agility.

Specially-tuned suspension and the most direct steering rack ratio in the sector add to the nimble driving experience.

Furthermore, the Q4 all-wheel-drive system can direct up to 100% of the engine's power to the rear wheels for true sports car handling, and provides confidence and grip in more challenging conditions.

Overall, the car delivers unparalleled efficiency, driving dynamics and comfort.





## ENGINES

The Stelvio's dynamic yet efficient package owes a lot to its powertrain line-up.

The most efficient engine is a 180PS diesel unit. With a 2.2-litre displacement, it can accelerate the Stelvio to 62mph in just 7.6 seconds, yet return an average 60.1mpg with CO<sub>2</sub> emissions of 124g/km.

A more powerful 207hp version is also available with Q4 all-wheel-drive. In this configuration the Stelvio can hit 60mph in 6.6 seconds with only a small penalty on

efficiency. Combined mpg is a respectable 58.9 with emissions of 127g/km. Those wanting even more power can opt for the 276hp 2.0-litre petrol turbo. It offers best in class acceleration, reaching 62mph in just 5.7 seconds and a top speed of 143mph, while returning 40.4mpg and emitting 161g/km of CO<sub>2</sub>.

All of the powertrains feature aluminium construction to reduce weight and are combined with an eight-speed ZF automatic transmission.

## INTERIOR

In keeping with Alfa Romeo tradition, the driver takes centre stage in the cabin. Its practical layout means the person at the wheel has full command of the controls and the road ahead.

This feeling of total control is reinforced by the large windows, wraparound seats and the small leather-wrapped steering wheel which helps deliver a sportier, more cosseted driving experience.

Passengers can also enjoy the experience thanks to comfortable and supportive seats and the very latest in-car technology.

Every Stelvio comes fitted with Alfa Connect, an infotainment system with an 8.8-inch display and rotary controller. It features DAB radio, Bluetooth and USB connectivity. TomTom 3D satellite navigation is standard on SUPER models and above.

Audio is delivered through either an eight-speaker audio system or 10-speaker Harman Kardon HI FI; the latter includes a subwoofer for optimal audio reproduction.

To complete the package, a 525-litre boot features a convenient electric tailgate and can be expanded to 1,600 litres with the seats folded.



# Jeep Compass

A versatile and appealing car as proficient on the road as off it

**FLEET CHOICE:** PRICE: £TBC **ENGINE:** 1.6 Diesel MultiJet 2wd Manual **CO<sub>2</sub>:** 117g/km **MPG:** TBC **BIK:** 25% **RUNNING COST:** TBC

**T**he Jeep Compass provides benchmark off-road capability, exceptional on-road dynamics, fuel-efficient powertrains and advanced safety features.

Its upper body structure and frame have been designed and built with extensive use of high-strength steel to maximise crash performance while optimising weight.

Its intelligent 4x4 system provides up to five modes for the best four-wheel drive performance on or off road and in any weather conditions, via a dash-mounted rotary controller. Drivers can choose from Snow, Mud, Sand, Rock and an automatic setting.

A disconnecting rear axle ensures 4x4 models return excellent fuel economy when extra grip is not required, but the system can instantly engage all-wheel-drive when more traction is needed.

Four trims are available: Sport, Longitude, Limited and Trailhawk.

Options available when moving up the range include adaptive cruise control, climate control, a heated steering wheel and a high-performance audio system.

For the ultimate off-road performance, Trailhawk models feature raised suspension, off-road tyres, a locking differential and unique bumpers which allow for greater ascent and descent angles.

Standard four-wheel drive Compasses have 20cm of ground clearance but the Trailhawk goes further still, increasing clearance to 21.6cm and setting a new benchmark for crossovers of this size.

**"The legendary seven-slot grille has been given a fresh look and the traditional clamshell bonnet features a double line and centre bulge"**

## DESIGN

Externally the Compass has a wide stance, giving it a confident and premium look. It marks a bold step in Jeep design with a sleek, aerodynamic profile.

Distinctive traditional Jeep design cues make the Compass immediately recognisable as a Jeep. The legendary seven-slot grille has been given a fresh look and the traditional clamshell bonnet features a double break line and centre bulge. As with every Jeep since 1941, the wheels are housed in trapezoidal wheel arches.

More modern touches include a dual-pane glass sunroof, which provides drivers and passengers with open-air freedom, and a contrasting black roof with integrated roof rails.

Another standout feature at the rear of the Compass are its unique LED rear lights, which flow into the tailgate, making the Compass instantly recognisable.

## INTERIOR

Every inch of the Compass's cabin has been sculpted to create the perfect environment for upscale adventures.

High-quality leather seats are available, providing optimal comfort for all occupants with integrated heating.

Jeep's new Uconnect infotainment systems ensure passengers stay entertained with communication, entertainment and navigation features. There is a choice of five- or 8.4-inch displays and the new line-up is easier-to-use, faster and offers higher-resolution graphics.



## SAFETY

Safety and security were paramount in the development of the Jeep Compass and more than 70 active and passive safety and security features are available, helping it achieve a 5-star Euro NCAP rating.

Its frame combines high-strength steel with other advanced materials for a protective cocoon around the occupants. Further protection is provided by one of the most sophisticated airbag systems of its kind, with six standard airbags.

Forward collision warning with active braking will stop the car if the driver fails to react to an imminent collision.

Similarly, LaneSense Departure Warning alerts the driver if they stray out of the current lane.

Other features include blind-spot monitoring with rear cross path detection, ParkView rear camera and electronic roll mitigation.

## ENGINES

The Compass has a range of fuel efficient engines including 1.6-litre and 2.0-litre MultiJet II diesel units, as well as a 1.4-litre turbocharged petrol.

Customers can choose between 140hp and 170hp outputs for both the 1.4-litre and the 2.0-litre engines and both get four-wheel drive as standard.

A six-speed manual transmission and front-wheel-drive is available with the rest of the range, while the 1.4-litre Limited also gets a nine-speed automatic.

Fleet customers will find the lowest running costs will come from the front-wheel-drive, six-speed manual, Limited model – powered by the 1.6-litre MultiJet II diesel engine.

It develops 120hp, can return a combined 64mpg with CO<sub>2</sub> emissions of 117g/km and can accelerate to 62mph from rest in 11 seconds.

Smartphone integration is seamless, thanks to Apple Carplay and Android Auto compatibility on the 8.4-inch display.

A seven-inch full colour display in the instrument cluster integrates detailed navigation data, media information and a digital speed gauge on Limited and Trail Hawk models.

Intelligent storage solutions include a mesh side pocket in the front passenger footwell.

At the rear, an optional electronic tailgate provides access to a 438-litre boot with a height adjustable load floor.



# Customers reap the rewards

You're never far from your nearest FCA dealer – and their levels of service continue to hit new heights



With 242 dealers and 285 aftersales sites, Fiat Chrysler Automobiles UK offers significant coverage through its dealer network.

Research has shown the average customer is just 22 minutes away from their nearest FCA dealer, with this time set to fall as another 35 dealers join the network within the next 12 months.

Currently there are 26 fleet and business specialists, with a further 12 expected by the end of 2017.

While servicing for specific brands isn't available at all sites, a number of dealers have both sales and aftersales points for multiple brands.

"Across the UK we have excellent coverage of the brands and our dealers are geared to work with fleets, with the majority offering courtesy cars and collection services for convenience," says Lee Titchner, FCA network development director.

Fleet dealer specialists have strict KPIs on the sales side and must employ a minimum of one dedicated fleet and business manager who should attend a number of training sessions during the year.

"This ensures that a customer visiting our business centres will get a thoroughly professional service," says Titchner.

"The ability to demonstrate our products is a key expectation we have on our network and, for our business centres, we focus on a minimum level of activity to encourage our network to proactively support local and national businesses."

Additionally, within the FCA head office two dealer fleet managers ensure business centres not only achieve their KPIs but also support by visiting customers and helping structure packages tailored to the group's business customer needs.

Titchner says: "We know that not all dealers are equipped to handle some fleet and business requirements, so we encourage as many enquiries in the first instance to go through to our central business call centre so we can fully qualify the enquiry and determine the next step in the process."

Customers are often referred straight to the dealer network, but for prospects with more complex fleet requirements, a central sales team will visit the client to fully understand the business needs and run a demonstration programme from the group's central fleet.



## DEALERSHIP BREAKDOWN BY BRAND

Fiat	Sales – 165	Aftersales – 201
<b>Fiat Professional</b>	<b>Sales – 74</b>	<b>Aftersales – 162</b>
<b>Jeep</b>	<b>Sales – 66</b>	<b>Aftersales – 122</b>
<b>Alfa Romeo</b>	<b>Sales – 53</b>	<b>Aftersales – 83</b>
<b>Abarth</b>	<b>Sales – 95</b>	<b>Aftersales – 110</b>

"All of this business will then be passed to our network to fulfil," says Titchner.

"Our central fleet and business function is set up to ensure that we match the right dealers with our customers' requirements. We have several dealers delivering large fleet volumes to key customers across the UK."

To ensure the highest level of service is offered, the dealer network is obliged to attend regular training sessions, and fleet forms a key part of the training programme.

When Alfa Romeo launched the Giulia at the end of 2016, FCA refreshed the network with extra training to cover the needs of fleet and business customers to ensure every customer – whether a company car driver, a small business, a customer using their own vehicle for business or a large customer client – received a consistent level of service across the entire network.

Titchner says: "We have also implemented a significant upgrade programme across the Alfa Romeo and Jeep networks with our dealers investing in the development of the sites."

"The network has transformed radically, not only in the presentation of the product through the showroom environment, but also in the development of the sales processes and focus on providing a premium level of customer service through improved IT infrastructure, training and facilities."

Additionally, strong demand for Abarth products has enabled the network to invest significantly in upgrades too.



## MOPAR AFTERSALES

Once a name synonymous with the classic muscle cars from the USA, Mopar (derived from 'motor parts') has become – for the whole of the FCA Group – the brand that is linked to aftersales.

Mopar encompasses various activities such as warranty repairs, technical services and loyalty measures to ensure the highest levels of customer service.

“Part of my job is to raise the awareness of the brand in the UK and raise the profile of the Mopar brand,” says Sebastiano Fedrigo, service, parts and customer care director. “I think it’s a brand within a brand. Mopar is the brand that looks after all our products from Fiat, Alfa, Jeep and Abarth.”

Fedrigo’s mission is for Mopar to be able to service its customers to give them the best satisfaction from their vehicles.

“My task is to raise the profile of this brand and the Net Promoter Score,” he says.

The KPIs used by FCA monitor satisfaction and loyalty. NPS has already improved by 12% this year and Fedrigo believes if FCA enlarges the scope of its services the loyalty will come hand-in-hand.

The strategy is called the Mopar Master Plan and Fedrigo says it is the pathway to improving satisfaction and loyalty. It includes:

- Working on car connectivity. “We are introducing some key concepts of taking data from the car’s CAN bus system and communicating it to the user or fleet manager.”

- Developing a service contract for fleet customers. “It is aimed at giving peace of mind packages to both the end consumer and the fleet manager for extended servicing, full repair and maintenance, as well as some ancillary products like oil care.”

- Offering the Mopar Fleet Advantage Programme. “This allows fleets to purchase all their parts from any dealer in the country with a single invoice at the end of each month from FCA to the fleet.”

Fast access to parts is imperative for many fleets looking to minimise downtime. At FCA, parts storage is centralised in warehouses throughout the country. Dealers can order any parts for overnight delivery, while an intelligent back-office system ensures replenishment of commonly-used parts is seamless.

To ensure peace of mind, parts prices are aligned across the UK and more frequently across Europe too. The dealer network has agreed to a national labour rate for fleet maintenance packages.

Fedrigo says: “We have different programmes that we are developing. Some of them are aimed at the smaller SME fleets and some are aimed at the larger fleets.

“Fiat Professional is the closest to the fleet business due to the nature of the products it sells and we have developed various programmes to improve the service to fleet customers – the Mopar Fleet Advantage Programme, plus bespoke stock replenishment, national service contracts and extended warranties.”

The ‘fix right first time’ initiative allows a dealer to quickly diagnose a problem and get it fixed. They can order the parts required on next-day delivery so they are sure when they come to fix the vehicle they have everything they need. Any parts not required can be returned with no charge to the dealer or customer.

“We understand that fleet customers need their vehicle repaired quickly. An LCV is clearly a tool for the trade, but we wanted to offer an equal service for cars, hence this is now available throughout all brands,” adds Fedrigo.



“Mopar is the brand that looks after all our products from Fiat, Alfa, Jeep and Abarth”

Sebastiano Fedrigo, FCA service, parts and customer care director

# A company steeped in motoring history

Brands in the FCA stable have produced some of the most iconic vehicles ever made

S

ome of the best known and evocative brands in the world, let alone in the automotive industry, are part of the Fiat Chrysler Automobile group.

Fiat was one of the first companies to begin car manufacturing, when 'horseless carriages' were in their infancy at the end of the 19th century. The abbreviation Fiat comes from Fabbrica Italiana Automobili Torino.

The company became Italy's largest automotive manufacturer and gained a reputation for innovation and ingenuity that it continues to build upon today.

In 1960, Fiat patented the first automotive variable valve timing system, a technology that has since been widely adopted by other manufacturers, and which FCA has developed further with today's MultiAir engines.

Fiat again broke new boundaries in 1997 when it patented common rail diesel technology: this has since been accepted as the template for modern diesels.

Fiat's TwinAir engines demonstrate how downsizing can be optimised, with efficient two-cylinder units and turbocharging producing the same performance as larger engines, but with reduced fuel consumption and emissions. They have gone on to win several Engine of the Year Awards.

The Fiat 500 has been a key driver behind the brand's success during the past decade, and its enduring appeal ensures it continues to feature heavily in award winners' lists.

In 2017 it took the silver award in the Best Premium Supermini category in the *Auto Express* Driver Power Survey, which is judged from feedback from thousands of car owners.

It has won several best city car awards from publications focused on retail customers and the corporate sector, including the *Sunday Times*, Next Green Car and Business Car, and has also been named Used Car of the Year in the Car Dealer Used Car Awards.

Other winners in the current Fiat line-up include the 124 Spider roadster and the Tipo family car, illustrating the range's breadth and appeal.

Fiat began its integration with Chrysler and its associated brands in 2009, and in 2014 Fiat Chrysler Automobiles was established. In the UK it includes the Abarth, Alfa Romeo, Fiat and Jeep car brands, as well as Fiat Professional commercial vehicles.

Alfa Romeo was established as Alfa (Anonima Lombarda Fabbrica Automobili) in Milan in 1910, and has been involved in motorsport since 1911. It became Alfa Romeo in 1920 following the involvement of Neapolitan entrepreneur Nicola Romeo, and its heritage in motorsport, and the excitement and sense of cohesion with the driver, has been an important component in how Alfas feel on the road.

The distinctive Alfa Romeo logo combines two heraldic emblems of its birthplace: the red cross of Milan and the crowned viper of the House of Visconti, rulers of the city in the 14th century. Alfas have the appeal of the best Italian-made luxury goods.

While Fiat models have the hallmarks of being accessible, stylish, safe and with low operating costs, Alfa Romeos keep technology and

**"Fiat became Italy's largest automotive manufacturer and gained a reputation for innovation and ingenuity that it continues to build upon today"**

performance in focus, with driver appeal enhanced through lightness and efficiency as well as Italian design.

This DNA runs through every model, but it's particularly evident in the new Giulia, which has won awards across the world.

Even before its UK introduction, the Giulia won accolades. It was the Most Eagerly Anticipated Car of 2016, according to readers of *What Car?*. It was also considered 'One to watch in 2016' in the *Fleet World* Honours, recognising the importance of the car to the corporate market as well as the extremely positive first impressions.

After earning the maximum five-star safety rating from Euro NCAP, and the highest points score of any car tested to date, it was also judged the Safest New Car in the Carbuyer Awards in 2016. This was testament to the hi-tech features that help protect both the occupants of the Giulia and other road users.

It followed with another honour in 2017, when it was nominated as a 'Game Changer' in the *Autocar* Awards, signalling "a complete transformation for one of the most-loved names in motoring", according to the magazine.

Alfa Romeo sits alongside another iconic brand in the FCA stable, Jeep, which was responsible for creating the modern 4x4.

The first production Jeep appeared in 1941, developed as a four-wheel drive military vehicle, with the first civilian versions appearing shortly after the end of the Second World War.

The current Jeep range comprises five model lines with the Wrangler closest in spirit to the original Willys Jeep, but all offer versions with the off-road capability expected of the name.

And while originally conceived as a utilitarian workhorse for the US Army, all models in the modern Jeep range provide a level of comfort, technology and refinement associated with the best premium brands.

The Wrangler is a recent winner of 4x4 magazine's 4x4 of the Year in the 'hardcore' class, while the Renegade took the overall honours to become the magazine's 4x4 of the Year following its launch in 2015.

As a group, FCA was this year recognised as Most Improved Fleet Manufacturer both by *Fleet News* and *Fleet World*. Securing these achievements in the corporate sector illustrates the level of importance the fleet market has for FCA.



## AWARDS SINCE 2014

FCA has won many awards all of which we are gratified to receive but some of the most prestigious wins include:

### 2017

Fiat 500 – *Auto Express* Driver Power – Silver: Best Premium Supermini  
 Fiat Chrysler Automobiles – *Fleet News* Awards 2017 – Most Improved Fleet Manufacturer  
 Fiat Chrysler Automobiles – *Fleet World* Honours – Most Improved Fleet Manufacturer  
 Fiat 124 Spider – *Contracthireandleasing.com* Car of the Year Awards – Best Convertible  
 Alfa Romeo Giulia – *Autocar* Awards – Game Changer



### 2016

Fiat 500 – *Car Dealer* Used Car Awards – Used Small Car of the Year  
 Fiat 500 – *Contracthireandleasing.com* Car of the Year Awards – City Car of the Year  
 Fiat 500 – *BusinessCar* Awards – City Car of the Year  
 Fiat 500 – *Sunday Times* Top 100 New Cars – Best City Car  
 Fiat – Green Fleet Awards – Best City Car Manufacturer  
 Alfa Romeo Giulia – *Carbuyer* – Safest New Car  
 Alfa Romeo Giulia – *Fleet World* Honours – ‘One to watch in 2016’  
 Alfa Romeo Giulia – *What Car?* – Most eagerly anticipated car of 2016  
 Alfa Romeo Giulia quadrifoglio – *Top Gear Magazine* ‘best cars in the world 2016’  
 Alfa Romeo Giulia – *The Auto Express* Golden Steering Wheel – Most Beautiful Car of 2016  
 Fiat Tipo – Autobest – Autobest Best Buy Car 2016  
 Jeep Renegade – *4X4 Magazine* Awards – 4X4 of the year  
 Jeep Renegade – *The GAY UK* – Best Car of 2016  
 Jeep Wrangler – *4X4 Magazine* Awards – 4X4 Hardcore Award



PROFESSIONAL

**Jeep**



### 2015

Fiat Tipo – Autobest 2016 – Best buy car  
 Fiat 500 – Next Green Car – City Car Award  
 Jeep Renegade – *4x4 magazine* Awards – 4x4 of the Year  
 Fiat Panda 4x4 1.3 Multijet – Caravan Club Towcar of the Year – Vehicles under £16,500

### 2014

Jeep Wrangler – *4x4 Magazine* – 4x4 of the Year: hardcore class

# Features that give 'an exhilaration that can't be described'

Giulia is packed with technology to make every drive an experience to remember



One of Alfa Romeo's core brand values has been to include the very latest technology in its cars.

It means the driver and occupants benefit from cutting-edge safety, convenience and efficiency features, but the challenge for a brand such as Alfa Romeo is using them to enhance the driving experience rather than detract from it.

Nowhere is this more evident than in the latest Giulia, which features an intelligent use of technology that delivers real benefits.

Simon Wheeler, fleet and business marketing manager, said: "The Giulia has set a new benchmark for the levels of technology incorporated into it. The step up in technology has been reiterated from most motoring journalists but perhaps the most relevant award Giulia has won is the Autocar Game Changer award in 2017.

"The use of lightweight materials such as a carbon fibre prop shaft, as well as carbon fibre roof and bonnet on the Quadrifoglio, and aluminium for the engine, combined with a stiff chassis made from advanced high strength steel, ensure the power to weight ratio is best in class.

"This lightness is complemented with a vast array of active technologies to keep the car stuck to the road in any driving condition. Active suspension and torque vectoring control the delivery of power to the road and work with the Chassis Domain Control (CDC) system to ensure a smooth ride and immaculate handling".

The Active front splitter on the Quadrifoglio redirects the air flow to increase down force at motorway speeds, to ensure class-leading aerodynamics and comfort, no matter the condition of the road.

Safety is further improved by the Alfa Romeo Integrated Braking System (IBS) which combines the braking function with stability control for the first time in the segment. Along with Forward Collision Warning

(FCW) and Autonomous Emergency Braking (AEB), they helped Giulia to achieve a coveted five-star Euro NCAP rating, with a score of 98% for protection of adult occupants, the highest ever achieved by any car.

While the high-performance Quadrifoglio is engineered to be as competent on the race track as it is on the road, drivers will also feel the range-topping model's DNA running through the other variants in the range.

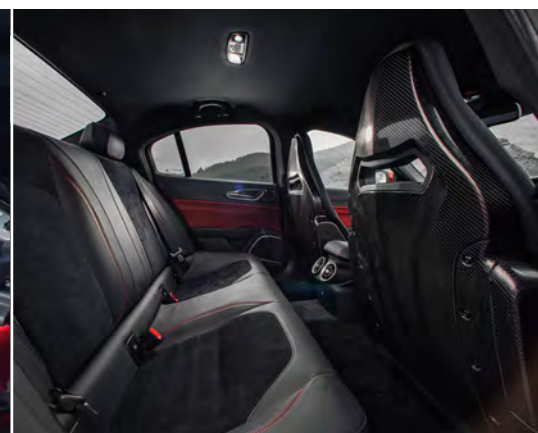
The Giulia was first conceived as a Quadrifoglio, and all the other versions were derived from this, with the driver and the driving experience central to the brief.

"This means that all Giulias in the range share features such as the segment-first Integrated Braking System, Forward Collision Warning and Autonomous Emergency Braking with pedestrian detection and Lane Departure Warning, as well as a carbon fibre prop shaft and 50:50 weight distribution.

"On road dynamics, coupled with comfort and safety, had to work in unison to ensure that there was no compromise. As a rear-wheel drive vehicle with a perfect 50:50 weight distribution, combined with its light weight derived from the use of advanced materials such as carbon fibre and composite aluminium, this provides a huge amount of steering feel, making the driver feel connected to the road," said Wheeler.

"Coupled with the many active safety systems on board which can be set according to the capability of the driver, this enables anyone to feel alive at the wheel and in complete control from the entry level Giulia to the exceptional Quadrifoglio."

He added that combining this chassis with a 2.9 V6 Bi Turbo engine demonstrates exactly what this car is capable of. Wheeler said: "Immense acceleration and razor-sharp handling, supported by the unique Integrated Braking System generates an exhilaration that can't adequately be described."





Semi-autonomous and autonomous features have been appearing on vehicles in greater numbers, and it could be argued that in many ways these would detract from the driving experience – a key reason for choosing an Alfa Romeo.

But the autonomous features available on the Giulia are focused on safety rather than convenience, and behave like an extra set of eyes on the road to supplement what the driver can already see or may be aware of.

Wheeler said: “Forward Collision Warning with Autonomous Emergency Braking, including pedestrian recognition and active braking, is standard across the range.

“This device warns the driver of a potential head-on collision, using acoustic and visual signals and activating the braking system. In urban driving, at speeds below 40mph, it can also detect the presence of pedestrians in the car’s path and stop on its own in case the driver is unable to actively intervene.

“Adaptive Cruise Control (ACC) with speed limiter automatically reduces the set speed once the vehicle is approaching another car in the same lane. The system returns to the set speed once the vehicle in front accelerates or moves to another lane.”

Alfa Romeo is also launching its first SUV in 2017 – Stelvio – and it incorporates the safety features present on the Giulia, with the benefits of the SUV shape and availability of four-wheel drive traction.

Wheeler admits developing an SUV wearing an Alfa Romeo badge was a challenge, given the heritage of the brand, but he is confident it delivers the driving dynamics expected of an Alfa Romeo.

“Achieving the same 50:50 weight distribution and best power to weight ratio in its class, Stelvio is the lightest SUV in the sector,” said Wheeler.

“It is also available in rear-wheel-drive and four-wheel-drive to deliver a true driver’s car.

**“Perhaps the most relevant award Giulia has won is the Autocar Game Changer award in 2017”**

Simon Wheeler, FCA fleet and business marketing manager

“The Stelvio offers the true Alfa soul in the body of an SUV, with no compromises on driving pleasure, handling, style and driving position together with all you need from a traditional SUV, including a high driving position to dominate the road, roominess, boot capacity, engine efficiency and safety.”

Both the Giulia and Stelvio use the latest engine technology to ensure the most efficient, yet powerful performance. The Quadrifoglio even incorporates cylinder deactivation to shut off half of the engine when cruising, to improve its efficiency.

Wheeler thinks the Alfa Romeo line-up renews its appeal for fleet operators and user-choosers. He said: “The balance of the Giulia, combined with the lightweight chassis and the safety systems for stability in any condition, gives the driver more feedback and control than any car I’ve driven. It makes any journey engaging and fun.”



# Chris Lovegrove

TCO MANAGER, FCA UK

## What does a forward-thinking company do to tackle issues around total cost of ownership? It appoints a dedicated manager: step forward, Chris Lovegrove

**T**otal cost of ownership: a short phrase which means everything to fleet decision-makers and leasing companies looking to run efficient businesses.

FCA Group acknowledged this prevailing fleet priority 18 months ago by creating a new dedicated role of TCO manager. The company's objective was to ensure its cars and vans were fully understood by market influencers so they became a competitive proposition for fleet choice lists.

Chris Lovegrove duly took up the challenge, drawing on his experiences in aftersales, dealerships, network development and at the head office during his 14-year career with FCA. His responsibilities extend to all five FCA brands – Alfa Romeo, Fiat, Fiat Professional, Jeep and Abarth.

"My background gives me a holistic view of the market because I can see all sides and can understand everyone's perspective," Lovegrove says.

"I had a blank sheet of paper to make the role my own. I worked backwards from the ultimate goal and decided the steps, then called on the advice of other stakeholders within the company, but also from pricing guides and leasing companies to get a clear understanding of what everyone wanted."

He takes an inclusive approach, regularly speaking to parts and servicing on SMR, parts pricing and service packs, the product

teams to harmonise communications and data, marketing for the key messages and the field teams so they are fully informed when talking to their customers and the retail network.

Lovegrove is responsible for all elements of TCO, but primarily the 'big three': depreciation, maintenance costs and fuel – although his influence over the latter is restricted to ensuring FCA has the right engine derivatives for the market and any eco packs are incorporated into standard specification where possible.

Data analysis and benchmarking form a large part of his daily tasks, comparing pricing, performance and trim levels against five or six key competitors for every brand, model and derivative.

It can be a complex, time-consuming process with numerous derivatives to consider, while establishing rival models is not as straightforward as it first seems.

Lovegrove explains: "There are endless choices: take a hatchback – you look at rival hatchbacks but someone might also consider a small SUV. We have to be realistic by selecting models and derivatives that as closely as possible resemble our models."

His priorities focus on those three core elements of TCO – depreciation, maintenance and fuel.

"With depreciation, there are a few key market influencers that are used as a guideline for future residual values," he says. "My job is to be a single point of contact for information so there is no delay (in setting the values). I'm the middle man with the product teams to ensure the market influencers have as much exposure to new products as possible so they can make a fair judgement."

"With the leasing companies, they have to understand why the pricing guides have made their decision. But they also have to experience the product for themselves so we schedule roadshows where we tour our new models for them to drive and listen to product presentations."

FCA's desire to improve its communications has been a huge success. This year, the company was awarded the *Fleet News* Most Improved Manufacturer trophy with the judging panel of fleets, leasing companies and pricing guides heaping praise on the company for the way it now involves them in the discussion process.

The FCA website is also playing an important role in communicating key cost of ownership messages to fleets and their drivers. Lovegrove is working on a TCO comparison tool to add to the existing benefit-in-kind calculation to improve the level of information and advice provided to fleets.

While depreciation figures are fixed at the outset of a leasing contract, maintenance can be a much more unpredictable cost. Together with FCA, Lovegrove's role is to make it more predictable (fewer breakdowns, less unscheduled maintenance) and less costly.

Lovegrove liaises with the factory in Italy on servicing schedules to ensure they are in line with UK expectations, while he also benchmarks parts pricing against competitors. "It's a question of finding the balance of the required maintenance to preserve the vehicle performance while keeping costs as low as possible," he says.

FCA counters the complexity of managing the wholelife cost of fleet vehicles with their multiple model and derivative competitors by simplifying its own trim levels. Most models have three core trims with the same naming structure across the range to improve familiarity. A number of models have trims that are focused specifically at the business user, giving them a highly equipped car at a lower price.

"This was a recent decision so we have to create awareness from

### VAN ATTENTION TURNS TO SMES

**Nowhere exemplifies the improvements that FCA Group has made on its communications and ownership costings than the van sector, where the company has enjoyed huge success over the past few years.**

**With notable contract wins, such as BT, Royal Mail and Network Rail, illustrating the big gains Fiat Professional has made in the corporate sector, the company has now turned its attention to the retail and SME markets. Where the corporates are spreadsheet and accounting focused, with base-level vans and the most economical engines, SMEs are more emotional with more powerful engines and higher trim level requirements, such as air-con, parking sensors and navigation.**

**"We have to understand this market when it comes to total cost of ownership," says Chris Lovegrove.**

**"It's where our value-added proposition on our trim specifications can really give us an advantage."**



a fleet perspective,” says Lovegrove. “We did it after analysis of the market and the requirements of customers.”

At present, business trims are offered on the Fiat Tipo (Elite) and Alfa Romeo Giulia and Giulietta (Tecnica). Tipo Elite focuses on “convenience and comfort technology”, says Lovegrove, and includes parking aids such as cameras and front sensors, an upgraded navigation system and a climate pack. The Giulia and Giulietta Tecnica emphasise “pride in the car that doesn’t have to be paid for” and include half leather electric seats and tinted windows.

“Our approach is to have a trim level that has a desirable level of specification with a low P11D and low emissions. It has been designed with the end user in mind,” Lovegrove says.

**“My background gives me  
a holistic view of the market  
because I can see all sides”**

# Roberto Bellavia

HEAD OF LEASYS UK

**On track to hit a bold target of funding 20,000 vehicles by 2020, Leasys UK has aspirations to become a leading player in the international market**

**L**ast year, FCA Fleet Services was the fastest growing UK leasing company in the FN50, increasing its fleet size by 53% to fund almost 7,400\* vehicles.

Today Leasys, provides funding for more than 10,000\* vehicles, buoyed by demand from the SME market as well as growth in personal contract hire solutions, but it aspires to more than double that number within the next three years.

As the number of companies turning to contract hire to fund their fleets rises, so does the need for funders to offer a compelling and comprehensive service proposition to win and retain business. For FCA Bank's contract hire company, that means expanding beyond captive finance deals for Fiat, Alfa Romeo, Jeep, Abarth, Fiat Professional and Maserati to offer funding for all makes of car and van.

Roberto Bellavia, Head of Leasys UK's parent company FCA Bank, which also has funding lines into retail and wholesale, says the decision to move from FCA Fleet Services to Leasys will bring additional investment and innovation. "It's not a renaming, but a focus on the local business and part of the new international project," Bellavia says. "Today, we are perceived as a local financial player but our aspiration is to become a leading long-term rental player."

The opening of the new UK contract hire company coincides with similar moves in France, Spain and Germany in recent months, with Belgium and The Netherlands in the pipeline. This will facilitate Leasys' growth as an international operation by serving fleets operating in multiple countries under one brand.

Fiat Chrysler Automobiles already has a broad product offering for fleets – Fiat, Alfa Romeo and Jeep for mainstream fleets, Maserati for

**"In the long-term, we see our growth continuing – it would be fantastic to be inside the FN50 top 10"**



director level user-choosers and Fiat Professional for vans – and has built its success with SMEs and essential user fleets.

By adopting Leasys UK, a name that is not associated with Fiat Chrysler Automobiles, it will create additional leasing opportunities for multi-marque fleets. Leasys already funds all makes of car and van in other markets.

Bellavia stresses that his number one priority remains "supporting the Fiat Chrysler Automobiles Group", but he adds: "If our target will be the large corporate accounts, we have to manage multi-marque business. The new Leasys company could open the door to that possibility."

Recent funding trends have helped fuel the leasing company's impressive growth. Its historic strength was with local SME businesses sold through the dealer channel.

That changed two years ago due to the emergence of personal contract hire (PCH). With a growing proportion of employees opting out of the company car scheme and taking cash, PCH offered them the opportunity to benefit from an all-inclusive leasing contract on a wide selection of cars.



# LEASYS

Bellavia says: "That has certainly been a factor in our growth. We've seen a lot of younger people take the cash who still want a car, and PCH has been popular with the Fiat 500, Alfa Romeo Giulia and Jeep Renegade. Our recent successes have been with local business and opt-out drivers, but going forward we see the SMEs and smaller corporates as the big opportunity. Then, looking further forward, with internationalisation will come the large corporates."

Bellavia also pinpoints vans as a substantial opportunity. Leasys' mix has historically been dominated by cars (they accounted for 94%\* of its fleet last year), although its funding of light commercials has been bolstered by the launch of the Fullback pick-up campaign in August.

The range of opportunities presented to Leasys UK should see it comfortably achieve the five-year plan signed off in 2015: to fund 20,000 vehicles by 2020.

"We identified that 20,000 would be our strategic growth aspiration," Bellavia says. "Given our performance today, we are on track to achieve that. In the long-term, we see our growth continuing – it would be fantastic to be inside the FN50 top 10."

Bellavia also sees opportunities beyond traditional vehicle leasing, as the fleet sector begins considering mobility services. As the clear market leader in Italy, Leasys has introduced a number of products which could come to the UK over the next few years.

One service in particular will be of great interest to decision-makers. Leasys Unlimited was launched this year and gives fleets and drivers the ability to switch models mid-contract (every 12 months), or even exit a contract early without facing a penalty.

Currently available on the Jeep Compass in Italy, Unlimited enables customers to swap for the Jeep Renegade on an annual basis under the same terms.

"This product is more flexible to meet the changing needs of people over time," Bellavia says. "We are working on a car solution and also with a mobile phone company on connectivity with a data subscription, plus other services we could tie into a simple monthly payment."

"We are just beginning to look at this new solution – it will come to the UK in the next six to 18 months."

*\*Leasys internal data*

# Richard Chamberlain

DIRECTOR OF COMMERCIAL VEHICLES, FIAT PROFESSIONAL

**A range of superb commercial vehicles to suit every eventuality has led to great success for Fiat Professional, but Richard Chamberlain believes there is still an opportunity for further growth**

**I**n his first year at Fiat Professional, Richard Chamberlain is focusing on the core strengths of the brand that are winning new customers throughout the fleet market.

Chamberlain, who this year became director of commercial vehicles for Fiat Professional, has seen sales rise 16% for the year to date, according to figures from the Society of Motor Manufacturers and Traders.

He attributes the brand's success to a combination of quality vehicles that are well-built, efficient and cost-effective, supported by an expert team and national service network that is dedicated to maximising vehicle uptime.

Fiat Professional offers buyers a wealth of vehicle choice that matches every need. The range spans from Fiorino, which packs maximum space into a small footprint, to the multi award-winning Doblo mid-sized van, flexible Talento and the phenomenally successful Ducato, that is a dominant force in the large van market.

The range is completed by the Fullback pick-up, which bridges the divide between workhorse and leisure vehicles.

Chamberlain says: "We are seeing an increase in demand right across the range, from Fiorino to Ducato and there is growth across all our customer segments."

"Ducato is doing particularly well as a versatile platform for a range

of uses, with sales up 12% year on year.

"We have had some substantial contract wins and strong demand in a range of areas, including ambulances. Fullback has been doing well, particularly with lifestyle customers and those who want to use a vehicle for work during the week and leisure pursuits at the weekend, such as watersports."

"Following our dynamic growth at the start of the year, we are aiming to maintain our position for the rest of the year to solidify our strong position in the market."

To maintain close contact with the market, Fiat Professional has a team of LCV experts who are dedicated to the sector.

The six experts are split into two teams, with the corporate team focusing on large companies and key clients, and a Fleet by Dealer team who focus on supporting SMEs through the dealer network.

Customers value the investment Fiat Professional is making in specialist expertise to support LCV operators, Chamberlain says, adding: "Our focus on LCV at all levels gives us the edge, as many other manufacturers have combined car and van teams. We want to bring market leading understanding to our clients, so we can support them through every step of the van sourcing process and operational use. This industry can be very focused on the big fleet customers, but we have expanded our service in the SME market as well. We are seeing the results in increased demand as our products fit really well with key sectors, such as retail SMEs."

This close understanding of the key issues facing LCV operators has also influenced the shape of the 151-site Fiat Professional servicing network, with a range of outlets that meet needs ranging from the casual user through to high-mileage fleets, where the van is essential to business profitability.

Chamberlain says: "Services include 24-hour and late-night opening so that we can minimise downtime during working hours. Minimising downtime is critical to us. It adds to the strength of our offering, combined with great product, low running costs and a skilled and knowledgeable team."

To streamline the process further, Fiat Professional has launched a complete service solution for up to five years, enabling fleets to have fixed long-term costs with full maintenance provided by the expert service network.

"It provides peace of mind for the customer, who can then get on with running their business," Chamberlain says.

Fiat Professional is also continuing its industry-leading product development programme, including the provision of diesel engines that meet Euro6 emission standards without needing AdBlue. This means that fleets can comply with the latest regulations without incurring the additional cost and disruption of filling AdBlue tanks.

To help fleets switch to the latest vehicles, Fiat Professional has introduced a 'Scrapage Bonus' scheme to encourage replacement of older, more polluting vans.

Customers received a bonus of up to £13,500 excluding VAT and the entire Fiat Professional range was included in the scheme, which ran until September 30. Fiat Professional dealers will even organise the scrapage of the old vehicle.

Chamberlain adds: "There has never been a better time to buy a new Fiat Professional van and I am sure many customers will find this initiative exciting and useful."

Fiat Professional also continues to drive excellence with ongoing product updates. These include the launch of a new Ducato utility cab, which provides a secure, lockable area in the cab behind the front seats. There will also be a Luton van available on the Ducato platform along with a three-way tipper.

## BIG WIN WITH SHB DEAL

**Fiat Professional's successes this year have included a deal with leading independent vehicle hire and management company SHB to supply 176 Fiat Professional vans.**

**The family-owned company placed the order through FCA Fleet and Business just months after ordering 30 Doblo Cargo vans.**

**The latest batch of vehicles comprises a mix of Fiorino, Doblo, Ducato Dropside and Talento Panel and nine Seat Combi vans, which will be rented to their customers from SHB's 15 sites across the UK.**

**Paul Street, managing director of SHB, said: "We have worked with Fiat for a number of years and have always found them easy to deal with. Their high standards of customer service and reliability go hand-in-hand with how SHB operates as a business and we believe the vehicles supplied by Fiat will further complement and enhance our expanding reputable fleet."**



The Fiat Fullback is also being enhanced with a new 4x4 'Cross' version.

The new top-of-the-range model meets the ever-increasing demand for vehicles which are rugged and versatile, but have specific car-class comfort and strong design.

Chamberlain adds: "Overall, we offer a great package for fleets. We are AdBlue-free, the cost of operating our vans is low, vehicles are good value for money and we pride ourselves on quality. We also stand out for fuel economy and payload against rivals.

"Additionally, our sales team and extensive service network make us stand out as the perfect partner to support fleets and keep their vehicles on the road."

**"We have had substantial contract wins and strong demand in a range of areas, including ambulances"**

T H WHITE GROUP

# A one stop fleet solution

Becoming a business centre opened new doors to the T H White dealership – and its customers

S

windon-based dealership T H White offers fleet managers a one-stop-shop solution with sales, service and parts for Fiat, Alfa Romeo, Fiat Professional, Abarth and Jeep, and service and parts for Chrysler, all available from a single site.

It is one of 26 dealers in the Fiat Chrysler Automobiles (FCA) group's retail network of 242 sales sites and 285 after-sales sites to have earned business centre status, meaning that it is equipped to support local businesses' vehicle requirements.

The dealership, which became a business centre 18 months ago, is well-placed to understand the needs of fleet managers as parent company T H White Group operates its own fleet of 150 vans and cars.

The group started as ironmongers Thomas White in 1832 and has since expanded to 12 divisions, including construction equipment, lorry cranes, fire and security systems, grass care machinery and farm installations. It opened its Fiat Group brand centre at Hillmead in Swindon in 2013.

Dealer principal Peter James says that becoming a business centre has given the dealership access to specialist training as well as support when trying to secure deals with local businesses.

Two members of its sales staff have attended fleet specialist courses and finance courses, as well as participating in webinars and seminars.

To become a business centre, T H White had to meet set criteria, including having demonstrators available for business customers, having fleet marketing material and having a set number of appointments with potential fleet customers each month.

Currently, around 5% of T H White's sales across all brands are to

**"Small business users will hopefully start to purchase the Giulia on contract hire"**

Peter James, dealer principal, T H White Group



small businesses, but James expects this to increase following the launch of the Alfa Romeo Giulia.

"That should start to create more business within the next few months," he says. "It seems to be picking up momentum now with fleet and that hopefully will start to get a bit more traction because the emissions on the car are quite low [from 99g/km] which will attract the fleet buyer."

James anticipates sales of the Giulia being 40% retail, 60% fleet and small business users.

"It is more of a user-chooser car," he says. "Small business users will hopefully look at it and then start to purchase the vehicle on contract hire. That's the kind of customer we're aiming for."

T H White uses a combination of mailshots to its database, advertisements in small business magazines, Google AdWords and social media to target local businesses. It also works with FCA to secure fleet business.

"Fiat Group works in our area," James says. "If it gets a lead it will come to us and we can then go jointly to see its customer."

It's possible for both retail and fleet customers to have a demonstrator for 24 to 48 hours and for the right fleet customer – for example, a business with five employees considering a particular model – to have a demonstrator for a week to allow all of the interested employees to drive it.

In one instance, T H White allowed Wiltshire Police to trial a Jeep Renegade for three months and the force subsequently purchased the vehicle.

"Now that they've got one, when they start to change their vehicles we may have an opportunity to change more to Renegades," James says.

However, he adds that trials of this nature are only possible with support from the manufacturer.

T H White's other business customers include Recovery World, which converts a number of Fiat Ducato vans into roadside recov-



ery trucks, and CBSlade Estate Agents, which has a number of Abarths.

James admits that it is “very difficult” to secure business with large fleets rather than local businesses.

“But we do get selectively picked for certain fleets if the driver lives within our territory, which is great,” he says. “We’d love more.”

T H White carries out PDIs on all of its vehicles on site and offers a collection and delivery service within a certain radius. It also has a dedicated handover bay on site.

Videos of new vehicles, which are posted on the dealership’s YouTube channel, Facebook page and website, are helping to attract new customers.

The website is also used to promote the different brands within FCA to fleet customers.

To raise brand awareness among potential customers, T H White has arranged product placement at Wrag Barn Golf club near Swindon. Staff have also taken part in charity events such as Tough Mudder, in which they raised money for the local Swindon Prospect Hospice.

James says that selling Fiat, Alfa Romeo, Fiat Professional, Abarth and Jeep means the dealership is able to accommodate most needs – everything from a Fiat 500 to a Jeep Grand Cherokee.

For businesses that need off-road vehicles, it also has the Fiat Fullback pick-up, which has all-wheel drive capability and more than four tonnes total load capacity.

Encouraging business customers to opt for contract hire with maintenance helps to retain servicing work and is “less hassle” for the driver, according to James.

T H White remains in contact with business customers throughout the whole life of the contract and as it comes up to renewal time it contacts the customer to see whether they are planning to change the vehicle or whether they would consider extending the contract.

## GREEN FEATURES MEAN LESS COST

The T H White dealership has a number of environmentally-friendly features which help to lower its carbon footprint and reduce costs.

The site uses a rain-water harvesting system for car washing and toilet flushing. The dealership also has solar panels on the building provide energy for heat and light.

“We’ve got an energy company within T H White so we tried to show off our solar panels,” Peter James explains.

The dealership also uses LED lights in the showroom which are 70% more efficient than spotlights, according to James.

“The actual costs of running the showroom are a lot less than for the average dealer,” he says.



## Wide range of FCA models on show at CCIA

FCA took more than 30 models to Company Car In Action in June, showcasing its wide range of Fiat, Jeep, Abarth, Alfa Romeo and Fiat Professional cars and vans.

The impressive line-up gave top fleet decision-makers access to some of FCA UK's most popular business cars, while there was also the opportunity to join a professional driver for a thrilling fast lap around the track in high performance models, including the Jeep Grand Cherokee SRT, Alfa Romeo Giulia Quadrifoglio and Abarth 124 spider.

The event saw the launch of a bespoke Driver's Club – a free-to-join club open to company car drivers who have chosen FCA products.

Membership will give access to events, extended test drives and the opportunity to enter prize draws as well as give discounts on MOPAR accessories.

"At FCA Fleet and Business we're proud of the steps we've taken to further develop, expand and enhance our corporate sales offering, all of which were available to view and test-drive over the course of the event," says Simon Wheeler, FCA Fleet Marketing Manager.

"Fleet buyers really put our range to the test. Alongside the new Fullback pick-up, Talento van and Tipo car, there has been much interest in the Alfa Romeo Giulia at the fleet events we've attended this year."



## Inspirational art exhibition in FCA London showroom



Fiat Chrysler Automobiles' flagship dealer Motor Village UK was chosen as the venue for a top art exhibition to celebrate International Women's Day 2017.

The London showroom – usually home to a wide range of FCA cars – was converted into a stylish gallery, private viewing and drinks reception to showcase the contemporary art exhibition 'Kanojo'.

The exhibition celebrated the remarkable and tireless life that women experience, cherishing the strength and lightness through an exquisite selection of works. Kanojo, meaning 'she' in Japanese, presented six female artists – Afsoon, Ilsa Brittain, Eve Carcan, Vanja Karas, Elodie Montoro and Beatrice Tura.

"We were very happy to host this remarkable presentation which helped to mark the important International Women's Day," says Rob Calver, managing director, Motor Village UK. "Our unique showroom environment lends itself perfectly to evenings such as this, and is ideal for art lovers who want to see the cars, and for car lovers who want to see the art."

## New and old stand side by side at Goodwood

Rare classic Alfa Romeo, Abarth, Lancia and Fiat cars sat alongside the latest new FCA models at this year's Goodwood Festival of Speed, reasserting the link between the icons of the past and the cars now being produced.

Goodwood Festival of Speed, in West Sussex, is considered one of the most important international events dedicated to motor sports. Comprising the Hillclimb Race, themed shows and exhibitions of historical and current cars, it draws a crowd of 200,000 fans and collectors from around the world every year.

Among the classic Alfa Romeos were a 1750 GT Am (1970), 33/3 Le Mans (1970), 155 V6 Ti DTM and Brabham BT45-Alfa Romeo. A Lancia Delta Integrale (1991), Lancia LC 2 (1983) and Fiat 131 Abarth Rally Gr.4 (1976) completed the line-up.

The rare cars were accompanied by the latest new FCA



models, including Alfa Romeo's first SUV, the Stelvio, which made its UK debut. Alfa Romeo also had the award-winning Giulia and Veloce on display with the range-topping Giulia Quadrifoglio, the 4C Coupé and the Giulietta Veloce.

## Motor Village UK stars at London Motor Show

Two prominent stands and a selection of FCA UK's ever-popular models made for an exciting display for Motor Village UK at this year's London Motor Show.

The FCA UK flagship dealer divided its total exhibition between two distinct displays – one a Fiat and Abarth stand, the other devoted to the Jeep and Alfa Romeo brands.

The stands gave show-goers an excellent view of the display cars, among them Jeep's high performance Grand Cherokee SRT, the newly-launched Alfa Romeo Giulia and the Fiat 500 Riva, which takes the iconic 500 city car to a new level

of exclusivity.

The London Motor Show, in its second year at Battersea Park, is designed for manufacturers and dealers to give visitors access to more than 150 cars, and was therefore ideal for Motor Village UK – one of the city's leading car dealerships – to attend.

Situated just off Oxford Street, London, Fiat Chrysler Motor Village UK was originally created in 2008 with future exhibitions, displays and receptions of its own in the plans, as well as the ability to showcase and sell cars in a modern and high-tech setting.

## Jeep partners with Tough Mudder for fourth year

Jeep displayed a fleet of Jeep Renegade, Cherokee and Grand Cherokee vehicles at six Tough Mudder events this year, as well as the new Renegade Tough Mudder limited edition.

The 'Mud Mile' obstacle returned to both the Tough Mudder Full and Half events, which were co-branded Jeep obstacles. The Renegade was converted into a DJ booth to provide extra motivation for that section of the course.

Returning for the second year, the Jeep Fest Service Station enhanced racers' experience by featuring a face-marking station for participants to use pre-event. As people finished the endurance and mud runs, the Jeep Fest Service Station gave away car seat covers to keep their vehicle interiors clean.

Will Dean, Tough Mudder CEO and co-founder, said: "We are proud to partner with Jeep for the fourth consecutive year and enhance the onsite experience for participants, as Mudders from all over the UK get the opportunity to check out Jeep's iconic fleet of vehicles. We are thrilled to be a partner in launching the limited edition Renegade Tough Mudders."



## Alfa Romeo Stelvio



The first affordable SUV to combine sports car-like handling with crossover practicality is also the first SUV from Alfa Romeo.

From its Italian styled exterior to its premium interior, the Stelvio looks as good as it drives.

Perfect 50:50 weight distribution and extensive use of aluminium mean this tall and spacious family SUV handles like a nimble performance car.

Under the bonnet is a powerful yet efficient 2.2-litre diesel engine which will please both company car drivers and fleet managers. It can return more than 60mpg with CO<sub>2</sub> emissions of 124g/km, but still accelerates from rest to 62mph in just 7.6 seconds.

Such impressive dynamics don't come at the expense of comfort, however. Specially calibrated suspension ensures that the Stelvio remains well composed even on rougher surfaces and Q4 all-wheel-drive can maintain traction in the very harshest conditions.

Further peace-of-mind comes from the five-star Euro NCAP rating which places the Stelvio among the safest cars ever tested.

## Alfa Romeo Giulia

Designed from the ground up to be the perfect embodiment of the Alfa Romeo brand, the Giulia has distinctive Italian styling, innovative powertrains, perfect weight distribution and cutting-edge technology.

It uses an array of high-strength and ultra-lightweight materials, including carbon fibre and aluminium.

As a result, the 178hp 2.2-litre turbo diesel version can accelerate from 0-62mph in 7.1 seconds while still delivering a combined 67.3mpg and CO<sub>2</sub> emissions of 109g/km.

Priced from £29,875, the Giulia features Forward Collision Warning, Autonomous Emergency Brake, Lane Departure Warning, and Integrated Braking System.

Tecnica models enhance the specification for company car drivers, adding electric seats, 3D satnav with an 8.8-inch display, front and rear parking sensors and a reversing camera.

Whole life costs are extremely competitive too, thanks not only to its efficiency, but also class-leading residual values. A five-star Euro NCAP rating completes the package, with a score of 98% for adult occupant protection: the highest score ever achieved by any car.



## Fiat Tipo



Leading its class for price, space and specification, the Tipo proves you really can get more for less.

Under the skin is a drivetrain which balances usable performance with comfort and refinement.

Five adults can travel in comfort thanks to generous head- and leg-room both front and rear, while the boot can accommodate 450 litres of luggage.

A range of petrol and diesel engines deliver extremely low CO<sub>2</sub> emissions from just 89g/km which, when combined with the car's entry price of £13,795, makes it extremely attractive for company car drivers.

A fleet-specific Elite trim comes with a low p11d value of £17,330 and provides all the necessary equipment a company car driver needs including satellite navigation, rear parking sensors and adaptive cruise control. It comes exclusively with the 1.6-litre MultiJet II diesel engine which returns an official combined 83.1mpg, yet can still accelerate to 62mph in less than 10 seconds.

All models feature autonomous emergency braking, DAB radio and air conditioning, plus a four-star Euro NCAP rating.

# Jeep Cherokee



Combining Jeep's legendary off-road capability with premium driving dynamics is the Cherokee. It offers a stylish, affordable and dynamic package with a range of innovative technologies.

A choice of diesel engines offer power outputs between 138hp and 197hp, yet CO<sub>2</sub> emissions start from just 139g/km with average fuel economy of 53.3mpg.

Four-wheel-drive is available across the range offering go-anywhere capability, while retaining the ability to disconnect the rear-axle for optimised fuel consumption when extra traction isn't required.

The interior takes inspiration from the larger Grand Cherokee, offering a practical space with premium features.

Entry-level Longitude+ models are highly equipped with an 8.4-inch uconnect sat-nav, nine speaker Alpine audio system, electronic seat adjustment and a powered tailgate. Limited models enhance this specification with heated and cooled leather trim and bi-xenon headlamps, while Overland offers the highest level of luxury.

Safety is also a priority and the Cherokee scores a maximum five-star rating in the Euro NCAP test.

## Abarth 595

Performance, technology and iconic Italian style are the key factors of the Abarth 595 range. Available in both hatchback and convertible body styles, the 595 is available with three trim levels: 595, 595 Turismo and 595 Competizione.

All three feature a 1.4-litre T-jet petrol engine. In the entry-level car it develops 143hp and 206Nm torque. Turismo models are more powerful with 163hp while the Competizione delivers an impressive 178hp.

Despite their high performance, all three units are efficient, with the most frugal achieving an official combined 47.1mpg.

Coupled with a low starting price of just £15,510, the Abarth range is remarkably affordable from a whole life cost perspective.

Inside, supportive sports seats are fitted as standard, along with a digital instrument cluster and touchscreen Uconnect infotainment system. Different parameters of the car can be changed by pressing the Sport button. This improves engine response and sharpens the steering for the ultimate driver enjoyment.



## Fiat 124



Underneath the Fiat 124's classically-styled body beats a modern heart which pays perfect homage to the original Fiat roadster that debuted more than 50 years ago.

To minimise weight, improve longevity and encourage spur-of-the-moment open air driving experiences, the multi-layer canvas hood can be opened manually in seconds using minimal effort and without the driver having to leave their seat.

Powering the sports car is the proven 1.4-litre MultiAir turbocharged four-cylinder engine, developing 18hp and 240Nm of torque. It allows the Fiat 124 Spider to reach 62mph in just 7.5 seconds and delivers an enticing driving experience which is enhanced by a six-speed manual transmission and rear-wheel drive.

Double-wishbone front suspension gives superb stability while braking and turning, and the dual-pinion electric power steering system ensures the Spider has a responsive feel.

Three trim levels are available: Classica, Lusso and Lusso Plus. All models are well equipped and highlights include keyless entry, leather interior and a nine-speaker Bose audio system.

## Fiat 500



Italy's most iconic city car – the Fiat 500 – turned 60 this year. The latest model encapsulates all the charisma of the original but integrates the very latest connectivity and safety systems.

The engine line-up includes a frugal, but powerful, two-cylinder 0.9-litre TwinAir with 84hp or 104hp and a 1.2-litre 68hp unit.

There is also a 1.3-litre MultiJet diesel which emits just 89g/km of CO<sub>2</sub>.

A combination of low P11D value, starting at £11,420, and low emissions from all engines mean the 500 offers company car drivers an extremely attractive package, regardless of derivative.

Four trim levels and an array of options means there is a Fiat 500 to suit all tastes, from the simplistic Pop and Pop Star to the highly-equipped lounge or sporty 500S.

Or choosers can opt for the 500C with a fully retractable sliding roof for enjoyment in all weathers.

Optional luxury features such as sat-nav, leather trim, cruise control and a high-power Beats audio system are all available across the variants.

## Jeep Renegade

The Renegade takes inspiration from Jeep's 70-year heritage and applies it to a modern, efficient SUV. It is both rugged and capable off-road but economical and easy to manoeuvre on city streets.

Styling cues both in and out reference the classic Jeep 4x4s that the brand has become famous for, while an extremely competitive entry price of £18,250 makes the premium brand accessible to all.

Three MultiJet diesel engines are available; a 118hp 1.6-litre and a 2.0-litre with 138 or 168hp. Also available are three petrol units with outputs ranging from 109hp to 168hp.

Company car tax is favourable thanks to low CO<sub>2</sub> emissions from just 115g/km. Most models come with front-wheel-drive, but drivers who require more traction can opt for all-wheel-drive.

The boot has 351 litres of load space with the rear seats in place. Fold them flat and the figure increases to 1,297 litres.

There is also an array of advanced safety features including Forward Collision Warning Plus with Crash Mitigation, Park Assist that automatically parks the car, Lane Departure Warning and Adaptive Cruise Control.



## Fiat 500X



Building on the success of the iconic Fiat 500, the 500X takes things a step further by offering the space and practicality of an SUV for all the family.

Sharing the same retro styling as the city car, the 500x offers customers two distinct variants: City Look, which offers softer styling, or Off-Road Look for a more rugged appearance.

CO<sub>2</sub> emissions are as low as 103g/km for the 1.3-litre MultiJet diesel, while a 1.6-litre unit offers more power while still returning an impressive 68.9mpg.

A broad range of petrol engines is also available along with four-wheel-drive (on Off-Road Look versions) and a nine-speed automatic transmission.

Features include a 6.5-inch touchscreen sat-nav, keyless entry, 18-inch alloy wheels, bi-xenon headlamps and Lane Assist.

The Drive Mood Selector has three different modes for engine, brakes, steering and gearbox behaviour: Auto, Sport and All Weather. A traction option speeds up the transmission of torque to the rear axle on four-wheel drive versions.

## Fiat Fullback



The Fullback has been engineered to meet all the needs of business drivers, with four-wheel drive, a choice of two engines and a high level of specification. Standard equipment includes Bluetooth, digital radio, air conditioning and safety features including seven airbags, advanced electronic stability control, trailer stability assist, LED daytime running lights, hill start assist and cruise control.

An aluminium-block, 2.4-litre diesel engine produces 148hp and 380Nm of torque while still returning combined fuel economy of 44.2mpg. A six-speed manual gearbox with on-demand four-wheel drive offers three electrically-selected settings: 2H, 4H and 4L.

LX models include keyless go, leather upholstery, electrically-adjustable and heated front seats, dual-zone climate control, bi-xenon headlamps, enhanced body styling, privacy glass and a 6.1-inch touchscreen infotainment system.

They also benefit from an increased output of 178hp and 430Nm, while the full-time four-wheel drive system has a locking central differential for improved traction. Its official combined fuel economy figure is 42.2mpg.

## Fiat Doblo Cargo

The fourth-generation Fiat Doblo features excellent dynamics, high levels of comfort and best-in-class load and volume capacities, while a choice of 1.3-litre and 1.6-litre turbodiesel engines offer an equal balance of responsiveness and efficiency.

Both the 89hp 1.3 MultiJet II and 104hp 1.6 MultiJet II engines are available in EcoJet versions which make it possible to achieve a fuel economy figure of up to 64mpg and CO<sub>2</sub> emissions of just 115g/km.

Safety is also a priority and the Doblo offers a full suite of driver aids including electronic stability control and a hill-hold system. With one of the widest ranges of load volume and capacity derivatives in the compact van market, there are versions to suit all needs.

Standard features on the Doblo include a full-size spare wheel, full bulkhead, overhead storage, electric windows, central locking and a speed limiter. The SX adds bulkhead soundproofing and load area PVC lining, front fog lamps, heated door mirrors, remote control central locking and an upgraded stereo with MP3 compatibility.

The range-topping Tecnico has air conditioning, rear parking sensors, Bluetooth and a dealer-fitted satellite-navigation system.



## Fiat Talento



The Talento is the ideal workmate on city streets and major roads thanks to its generous load capacity, versatility and ability to adapt to all needs. It is available with a choice of single turbo and twin-turbo Euro 6 1.6-litre diesel engines, with four power outputs ranging from 94hp to 143hp.

It is well-proportioned with a squared-off rear end, while nine body styles are available. The maximum load volume is 5.2m<sup>3</sup> in short wheelbase models, 6m<sup>3</sup> in long wheelbase versions and 8.6m<sup>3</sup> in the long wheelbase high-roof derivatives.

The range also includes long wheelbase people carriers and crew vans, and a long wheelbase platform cab.

Under the passenger seats a storage area allows objects up to 3.75m in length to be carried by using a bulkhead opening. A variety of compartments inside the cabin provide an additional 90 litres of storage.

Standard equipment includes remote central locking, electric front windows, Bluetooth, a full bulkhead, height adjustable driver's seat and full-size spare wheel. SX models add air conditioning, rear-parking sensors, upgraded interior trim and enhanced exterior detailing.



# More than 100 vehicles, 250 fleets and 1,000 test drives

Rare chance for industry decision-makers to get behind the wheel at the Silverstone



More than 250 guests from the UK fleet industry had the chance to test-drive the largest collection of Fiat Chrysler Automobiles vehicles ever assembled, as the corporation showcased its growing range of models.

The 'FCA Drive Day' featured more than 100 vehicles from the Fiat, Alfa Romeo, Jeep, Abarth and Fiat Professional marques.

Every model was available to test-drive on the National and International tracks at the world-famous Silverstone Circuit in Northamptonshire – an opportunity welcomed by the invited group of contract hire and corporate guests who enjoyed more than 1,000 drives and experience rides.

Designed to raise the profile of FCA, its history and its cars within the corporate world, the Drive Day included test drives, high-speed passenger rides, an off-road driving experience and a technology area showcasing FCA's self-parking and city brake ingenuity.

Francis Bleasdale, fleet and remarketing car director, FCA UK, said getting fleets and leasing companies to experience the group's products was an important way to raise awareness of how the brand is developing.

Talking about the day, he said: "It was fantastic. We had more than 250 people there who were driving our cars from dawn to dusk. We had more than 1,100 test drives. We are a larger organisation than many people think, and one of the purposes of the drive day was to show customers the breadth of our model ranges, particularly in-

"To be able to go to one place and drive the product back to back was really valuable"

Francis Bleasdale, fleet and used car director, FCA UK

dustry stalwarts who have access to product all the time but actually get to drive very little because they don't have the time to attend numerous events. To be able to go to one place, see everything and drive the product back to back was really valuable."

Bleasdale added: "We have a dedicated demonstration service across the brands so that ability to try a Giulia, a 500X and so on is there, but the ability to really interact with people and deliver an experience is very important to us."

FCA followed up the event with a demonstrator programme giving clients an opportunity for a more in-depth evaluation of the vehicles they tested. The group plans to hold a similar event next year.

# Bellissimi MORE

GREAT LOOKING CARS BLESSED WITH  
BEAUTIFUL FIGURES



**CO<sub>2</sub> FROM 89G/KM | BIK FROM 20% | MPG UP TO 83.1**

You don't have to spend a lot to get a lot more from the new Fiat Tipo Elite. Spot on whether you're running a fleet or financing one, because your drivers will enjoy getting loads more kit and Italian style as standard. And you'll appreciate low running costs. Now that's bellissimo...

**TIPO**

To find out more and to book a test drive go to **fiat.co.uk/fleet** or call our business centre free on **0808 168 6813**



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Fuel consumption figures for the new Fiat Tipo range in mpg (l/100km): Urban 30.7 (9.2) - 70.6 (4.0); Extra Urban 56.5 (5.0) - 94.2 (3.0); Combined 44.8 (6.3) - 83.1 (3.4). CO<sub>2</sub> emissions 147 - 89 g/km. Fuel consumption and CO<sub>2</sub> figures based on standard EU tests for comparative purposes and may not reflect real driving results. **LEASYS**



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