

A DAB story: the FCA case

WorldDAB General Assembly | Berlin | November 7th 2018

FCA

FIAT CHRYSLER AUTOMOBILES

An International Corporation

Fiat Chrysler Automobiles (FCA) is an automaker which designs, develops, manufactures and sells cars, commercial vehicles, components and manufacturing systems worldwide.

The Group operates in the automotive market with the brands Abarth, Alfa Romeo, Chrysler, Dodge, Fiat, Fiat Professional, Jeep, Ram, SRT and Maserati and offers aftersales and spare parts services under the Mopar brand.

Businesses also include Comau (manufacturing systems), Magneti Marelli (components) and Teksid (iron and castings). FCA is listed on the New York Stock Exchange ("FCAU") and the Milan Stock Exchange ("FCA").

MORE THAN
55,000 WORKERS

22.6 BILLION
EURO REVENUE

11 BRANDS

24* RESEARCH
& DEVELOPMENT
FACILITIES

27 COUNTRIES
OF PRESENCE

1,365,000
VEHICLES SHIPPED IN 2017

*including JVs

Do not shoot the pianist...

FCA

FIAT CHRYSLER AUTOMOBILES



Claudio Nervi, born in Vercelli 1976, has been within FCA since 2002 covering several roles

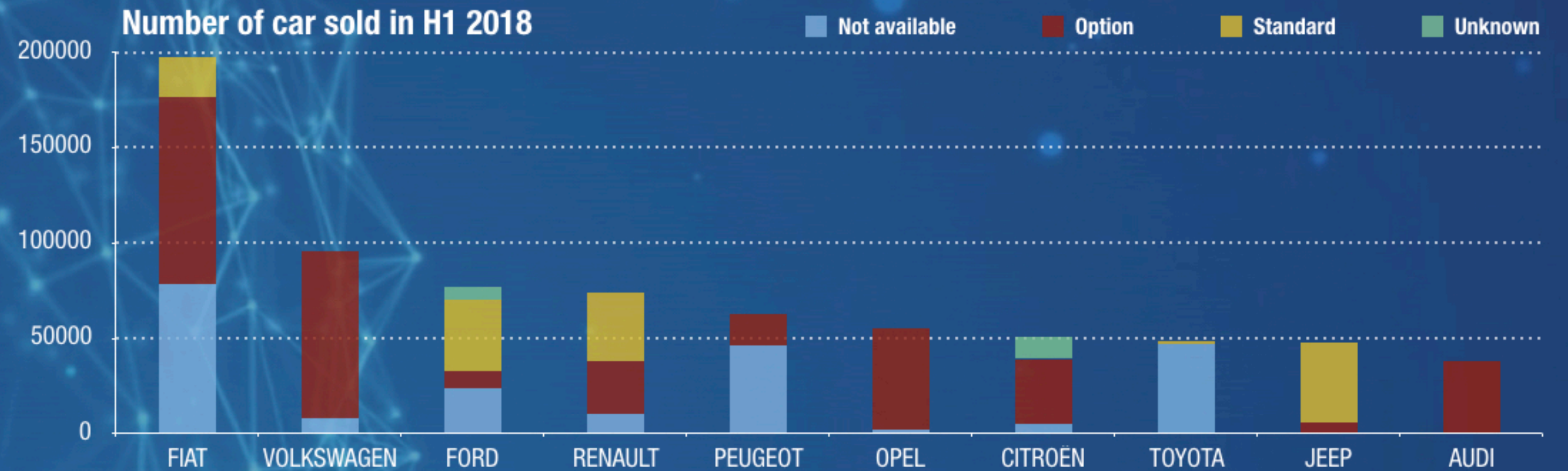
Distribution Strategy, Business Development, Product Marketing, Pricing and Product both in Head Quarter and in National Sales Companies

Appointed Feature Portfolio Planning Manager for the EMEA Region in May 2014 has been exposed and worked on the most strategic topics of 21st century Automotive - Autonomous Driving, Connected Car and Electrification

Yes we DAB!

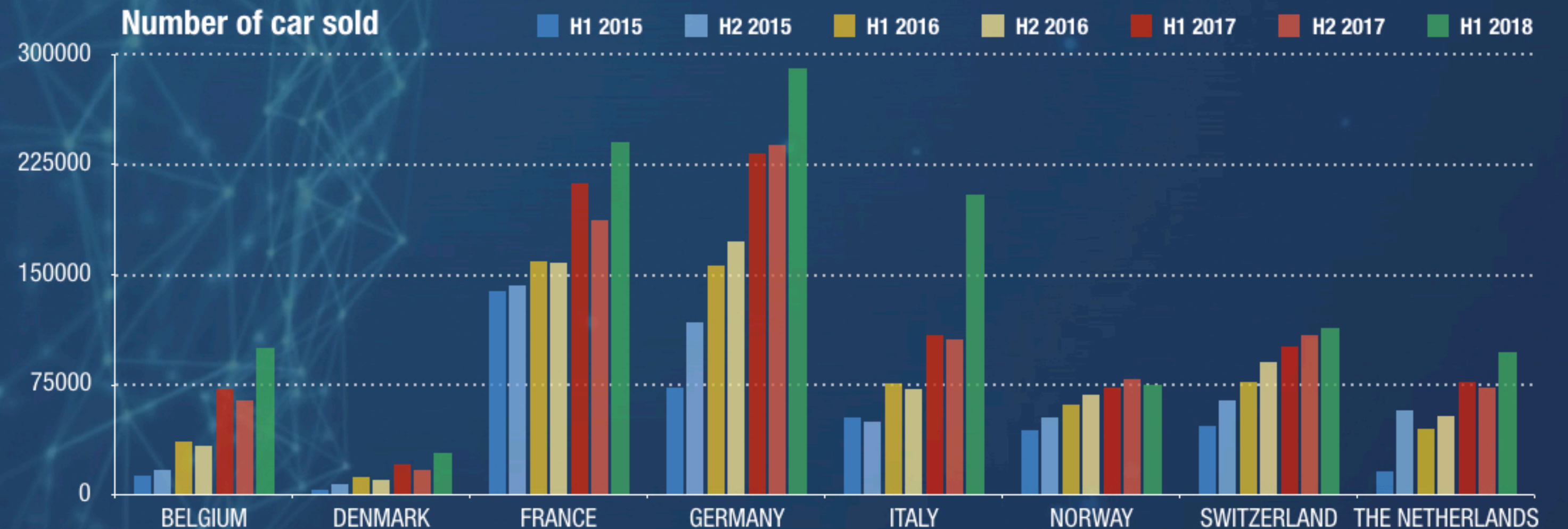
DAB+ availability top 10 car manufactures H1 2018 - Italy

- Q4/2012 - First FCA vehicle with DAB (Fiat 500L)
- Q1/2014 - First Light Commercial Vehicle with DAB (Fiat Ducato) - Market first
- Nowadays: DAB available on ALL FCA range; Alfa Romeo and Jeep newest models STANDARD on all trims/in all countries



Number of cars sold DAB+ as standard by market H1 2015 to H1 2018

- Automotive has a key role in key role in DAB+ transition process being the car the elective place of radio listening
- Despite government commitment in several countries signal coverage still an issue
- In vehicle technology is widely available but customers are still not choosing it systematically due to unclear benefit



In vehicle technology: what about the customer

Consumer Electronics
made new **technology mainstream**

Customers expect to drive vehicles
with **more and more technology**
entertainment & information,
safety & driver assistance

While consumers are **excited** by
new technology, they are also often
confused by it

Technology has to be smart!



UNDERSTANDABLE

- Easy to learn
- Simple



USABLE

- Easy to use
- Not distracting



TRUSTWORTHY

- Reliable
- Relationship builder



USEFUL

- Value of time
- Value of money

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COVERAGE

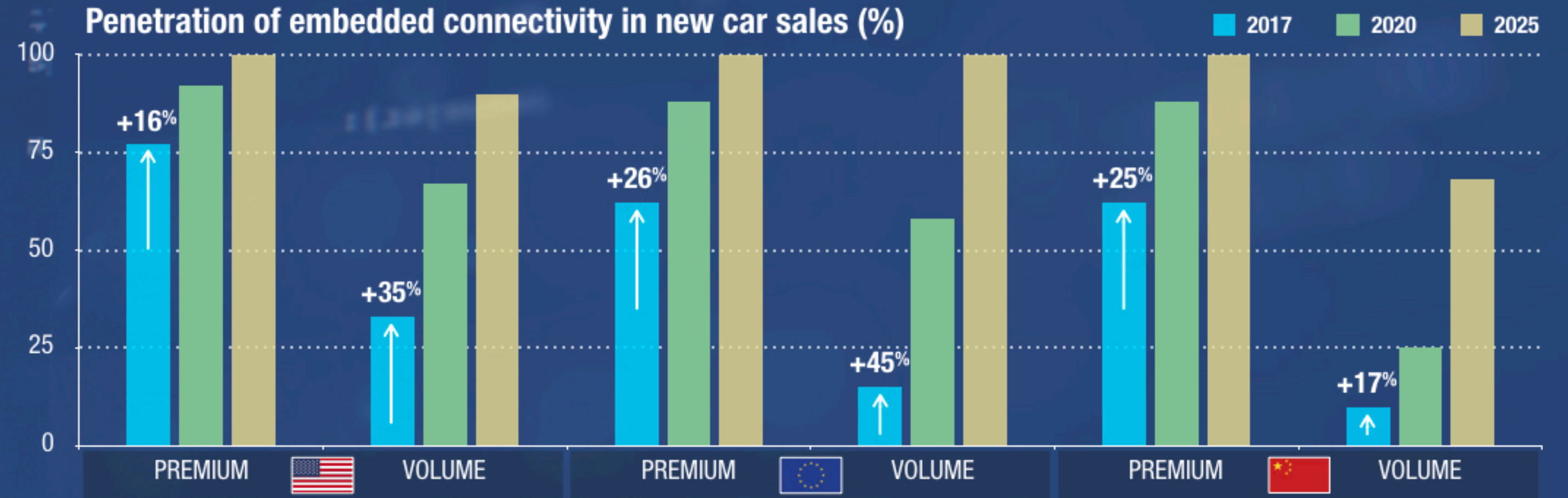
PERSONALIZATION



appears to match most of the criteria but NOT ALL

Rise of the Connected Car

- On-Board Connectivity is a **disruptive technology** and **growing fast**
- **Clear benefits for both OEM** (CRM, remote diagnostics, OTA updates and after-sales servicing, maintenance & repair retention) **and consumer** (safety & convenience - 78% already on premium brands, “water-falling” on lower price-classes)
- **EU with largest penetration growth** in the next 3 years (eCall effective in March 2018)
- Further boost expected from **5G technology**



	WORLD DAB Digital Audio Broadcasting	Smartphone protection*	Embedded Connectivity	BIP
Music	✓		✓	✓
News	✓	✓	✓	✓
Convenience		✓	✓	✓
Connected Navigation		✓	✓	✓
Messaging		✓	✓	
Vehicle Remote Management			✓	

- DAB+ is an “**old media**” made new; customer still love it
- but**
- is now competing with other entertainment and information channels enabled by **ON-BOARD connectivity** - both smartphone projection and embedded - including **vehicle in their personal IOT**

Connected seamless experience

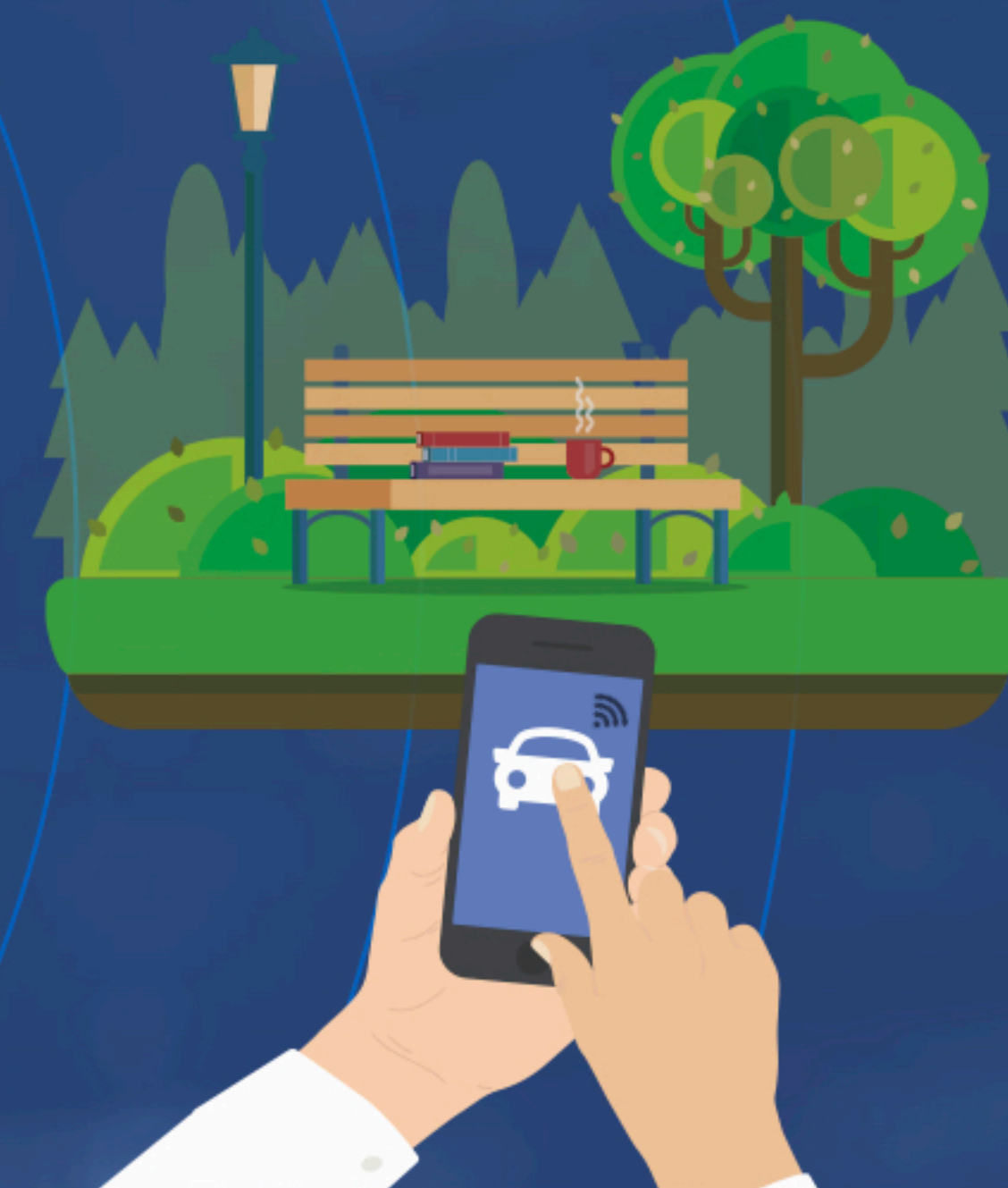
AT HOME



WHILE DRIVING



OUT OF THE CAR



androidauto



MOPAR
CONNECT

Bidibodibi-DAB-what?

Legislation is driving **switch to DAB+ technology** - individual countries already (Norway, France, Italy) and now EU

“ This is the Proposal for a Directive of the European Parliament and of the Council establishing the European Electronic Communications Code (Recast) mandating Digital radio 2 years after entry into force.

- Art.105: mandate Annex
- Art. 115: transposition
- Annex X: mandatory Digital Radio

This is likely mandated beginning of 2021 ”



And with that (hopefully) **coverage**

But that will not necessarily mean customer loyalty to DAB+, especially not in the car:

- **Full technology exploitation** (album arts, songs title, next to come)
- **More new and exclusive contents**

And a **clear communication** to the **end customer of benefits** remain key to face the challenge



Marketing Technology

“New 500X Back to the Feature” video: **over 42 MLN** view on  and 



DIGITAL
ENGAGEMENT



DIGITAL MEDIA
PERFORMANCES



COMMENTS
SENTIMENT



Marc Fryd 2 weeks ago (edited)

That's actually one of the best ad i've ever seen 😊
Litterally one of the first ad i've watched until the end

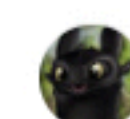
👍 80 🗨️ REPLY



Lo re 2 weeks ago

Auto fantastica e complimenti ai realizzatori del video

👍 6 🗨️ REPLY



MK3424 2 weeks ago

Love the cameo from Christoffer Lloyd (Doc Brown)

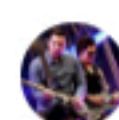
👍 50 🗨️ REPLY



Zoltan Kun 2 weeks ago

best car commercial ever :D

👍 79 🗨️ REPLY



francesco messina 2 weeks ago

Geni assoluti!!!
Marketing over 9000

👍 6 🗨️ REPLY



La teoria del Tubo 1 week ago

Centro perfetto. Best marketing EVER

👍 🗨️ ❤️ REPLY



Doctor Nerd 1 week ago

Grande Giove, ehi Doc Emmett Brown.

👍 6 🗨️ REPLY

Thank you

FCA

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