

# Stellantis Pro One Achieves No. 1 Spot in Middle East & Africa Region and Strengthens Commercial Vehicle Leadership in Europe and South America



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Stellantis Pro One Achieves No. 1 Spot in Middle East & Africa Region and Strengthens Commercial Vehicle Leadership in Europe and South America

- Achieves No. 1 spot with a record 26% market share in Middle East & Africa, led by strong performance in Algeria with the FIAT Professional brand
- Confirms market leadership in Europe 30 and South America
- North America plays a key role in Pro One success; Ram announces new professional commercial vehicle division
- Stellantis Pro One on track to global leadership by 2027; achieve Dare Forward 2030 target

AMSTERDAM – Demonstrating its market leadership in the Middle East and Africa region for the second quarter in a row, the Stellantis Pro One commercial vehicles offensive delivered an excellent performance in the first quarter of 2024, accounting for one-third of Net revenues reported by Stellantis.

The performance highlights the strength of Stellantis Pro One in global markets and puts it on track to achieve global leadership in commercial vehicles by 2027 and reach the targets outlined in the Dare Forward 2030 strategic plan.

Stellantis Pro One Middle East and Africa region market share reached 26% in the first quarter of 2024. In addition, it maintained the

No. 1 position in both EU30 and South America regions. For EU30 BEV (battery electric vehicle) sales for the quarter, Pro One takes the top spot with 33% market share, with the Peugeot brand leading across the region.

The Q1 2024 sales performance in commercial vehicles confirms and validates our Stellantis Pro One strategy,” said Xavier Peugeot, Stellantis Senior Vice President, Commercial Vehicles Business. “The enthusiastic welcome of our entirely new van line-up, combined with new connected services and concrete hydrogen fuel cell propulsion van offers confirm Stellantis’ position as the relevant choice for professionals.

Regional highlights include:

- Maintained commercial vehicle leadership with 30% market share (ICE + BEV)
- Continued BEV leadership with 33% market share; Peugeot No. 1 brand
- No. 1 in France and Spain; No. 1 in Italy with FIAT Professional market leader; No. 1 in Germany with market share up 3.6 percentage points vs. Q1 2023
- BEV leadership in Poland, Belgium, and Portugal; and in the Netherlands with a 2.7 percentage point increase in total market share
- Expansion of in-house production of hydrogen fuel cell vehicles on both mid-size and large vans during the year in Hordain (France) and Gliwice (Poland) will boost the Company’s Pro One hydrogen offerings and help cement Stellantis’ standing as the undisputed leader in European commercial vehicle market.
- Stellantis Pro One achieved the No. 1 spot in the Middle East & Africa region for the second consecutive quarter
- Led by strong performance in Algeria with the FIAT Professional brand, Stellantis achieves leadership in the region becoming No. 1 in light commercial vehicles (LCV) with 26% market share, up 7.5 percentage points versus Q1 2023
- More than 60% volume growth fueled by Algeria, Turkey, and GCC

(Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, and Oman)

- Stellantis maintained its No. 1 position in Turkey, Israel and overseas departments and regions of France.

- Ram maintains its No. 3 position in the region

New Ram trucks: 2025 Ram 1500 with more powerful, fuel-efficient Hurricane Twin Turbo engine now available; 2025 Ram 1500 Tradesman tailored for fleet customers; and Ram 1500 RHO with 540-horsepower Hurricane H/O

- In March, Ram announced the new Ram Professional commercial vehicle division with full-service customer mobility and value solutions.

- Leader in LCV with 31.5% market share versus 26.6% in Q1 2023

- Market leader in van and pickup sales in the region, with 37.7% and 36.5% share, respectively

- FIAT Professional is the leading LCV brand in the region with 23.1% share vs. 19.9% Q1 23; Strada is the “most sold” LCV in the region with 13.8% market share vs. 11.5% Q1 23

- Ram Rampage No. 2 in Brazil (C-segment pickup) with a 23% market share.

- Peugeot light commercial vehicles retail sales improved 50% versus the first quarter of 2023

- FIAT Professional commercial performance increased 8% year-over-year, thanks to the brand’s strong performance in Australia

- Ram remains the No. 1 brand in the 1-ton-plus pickup segment in the Australian market.

Stellantis Pro One is dedicated to leading the global commercial vehicle market with the most efficient portfolio of products, 20,000 dedicated touch points and competitive services, bringing exceptional solutions from the Citroën, FIAT Professional, Opel, Peugeot, Ram and Vauxhall brands to professional customers. One of seven accretive businesses in the Dare Forward 2030 strategic plan,

Stellantis Pro One targets a doubling of revenues, a 40% electric vehicle mix with battery, hydrogen fuel-cell and range-extending propulsion technologies, over-the-air update capabilities for each new vehicle from 2026, a suite of connected services dedicated to improving business customer efficiency, and innovative autonomous solutions. As such, Stellantis Pro One will strongly contribute to achievement of the Dare Forward 2030 objectives to reach a 100% passenger car BEV sales mix in Europe and 50% passenger car and light-duty truck BEV sales mix in the United States by 2030. Stellantis Pro One is fully part of the company ambition to become a carbon net zero corporation by 2038, all scopes included, with single-digit percentage compensation of remaining emissions.

Stellantis N.V. (NYSE: STLA / Euronext Milan: STLAM / Euronext Paris: STLAP) is one of the world's leading automakers aiming to provide clean, safe and affordable freedom of mobility to all. It's best known for its unique portfolio of iconic and innovative brands including Abarth, Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, FIAT, Jeep®, Lancia, Maserati, Opel, Peugeot, Ram, Vauxhall, Free2move and Leasys. Stellantis is executing its Dare Forward 2030, a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, with single-digit percentage compensation of the remaining emissions, while creating added value for all stakeholders. For more information, visit [www.stellantis.com](http://www.stellantis.com).

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