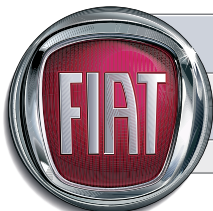
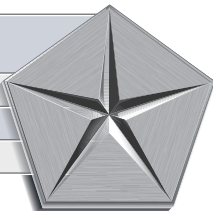


Motor industry's man of the moment

Sergio Marchionne, Chief Executive of Fiat and its struggling U.S. partner Chrysler, plans to revamp the Detroit automaker's range by transferring small-car and fuel-efficient engine technology. However, he says his top priority is to stop Chrysler burning cash – it lost \$9.6 billion in 2008



Fiat	Sales (units, 2008)	Chrysler
1,179,989	Europe	93,315
n.a.	U.S.	1,450,000
2,152,500	World	2,000,000



Fiat 500



Fiat

*Fabbrica Italiana
Automobili Torino*

Founded: 1899

Key brands:

Fiat, Lancia, Alfa Romeo, Ferrari, Maserati and Iveco trucks. U.S. unit, CNH Global NV, makes construction and farm vehicles

Work force: 198,348 (2008)

Sergio Marchionne, 57:

Qualified lawyer and accountant has dual Italian and Canadian citizenship

June 2004: Appointed CEO of Fiat. Raises standards for quality and reliability and introduces succession of popular new models.

Turns losses of £8bn into record £3.4bn profit in just four years

Chrysler

Founded: 1925

Key brands:

Chrysler, Dodge, Jeep. Current lineup includes Dodge Ram pickup truck, Dodge Charger, Jeep Wrangler, Dodge Caravan minivan

Work force:

49,637 (Jul 09)

Picture:

Associated Press

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