



FCA CANADA
EXECUTIVE BIOS

Bigland, Reid

Head of Alfa Romeo and Maserati

Chairman, President and CEO, FCA Canada Inc.

Head of U.S. Sales

Reid Bigland currently holds three distinct senior management roles. He is the Global Head of Alfa Romeo and Maserati; Head of U.S. Sales; and, Chairman, President and Chief Executive Officer (CEO), FCA Canada Inc.

He was appointed to the Board of Directors for FCA US LLC, in June 2014.

Bigland was named Chairman, President and CEO of FCA Canada, in July 2006, where he is currently responsible for the Company's Canadian commercial operations and legal entity. Bigland became Head of U.S. Sales in June 2011 and is responsible for the Company's U.S. sales strategy, dealer relations, order facilitation, incentives and field operations. In May 2016, he was named Global Head of Alfa Romeo and Maserati.

In addition, Bigland is a member of the Group Executive Council (GEC) for Fiat Chrysler Automobiles N.V. (FCA), a position he was named to in 2011. The GEC is the highest management-level decision making body within the FCA organization and is led by the FCA CEO.

Prior to his current roles, Bigland was Head of Alfa Romeo for North America and President and CEO of Ram Truck. He also served as President of Freightliner Custom Chassis Corporation, a South Carolina - based company.

Specifically, Bigland's professional experience is as follows:

- 2016 - current, Head of Alfa Romeo and Maserati, GEC, Fiat Chrysler Automobiles N.V. (FCA)
- 2016 - current, Head of Alfa Romeo and Maserati
- 2015 - current, Head U.S. Fleet, FCA US LLC
- 2014 - current, Head of Alfa Romeo, FCA - North America
- 2014 - current, Board of Directors, FCA US LLC
- 2013, President and CEO, Ram Truck
- 2011 - current, Head of U.S. Sales, FCA - North America
- 2011 - current, Head of Sales, GEC, FCA



- 2011, President and CEO, Dodge, FCA US
- 2006 - current, Chairman, President and CEO, FCA Canada Inc.
- 2005, President, Freightliner Custom Chassis Corporation
- 2002, General Manager Dealer Operations, Freightliner LLC
- 2001, Director Vocational Sales
- 1999, Director U.S. Sales, Western Star Trucks
- 1997, Director Human Resources
- 1988, Various management positions, Canadian Airlines International

Bigland received a Bachelor of Arts from the University of British Columbia and holds both American and Canadian citizenship.

