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Bradley Horn

FCA Canada Is Top-Selling Car Company in Canada for 2015

- FCA Canada reports highest annual sales in its 90-year history
- Best December sales since 2001
- 21,961 vehicles sold in December, an increase of 2 per cent over December 2014 sales
- Annual sales records set in 2015 for Jeep® and Ram brands, Jeep Cherokee, Ram pickup trucks, Chrysler Town & Country

January 5, 2016, Windsor, Ontario - FCA Canada has announced December 2015 sales of 21,961 units, compared with 21,613 in December 2014, marking an increase of 2 per cent. These numbers represent the best December sales since 2001. For the full year, sales were 293,061, compared with 290,004 in 2014. These results represent the highest annual sales tally in the Company's history.

“2015 marked our best sales volume in our 90-year history,” said David Buckingham, Chief Operating Officer, FCA Canada. “Ram and Jeep® brand sales were strong throughout 2015 with each brand eclipsing yearly records.”

Monthly Sales Highlights

For the month of December, a new record was set for the Jeep brand thanks to 6,233 vehicles sold, compared with 4, 888 sold in December 2014. Jeep Cherokee once again led the brand as the top seller with 2,886 sales, which is an increase of 49 per cent from 1,938 sales reported in December 2014. Jeep Cherokee competes in the mid-size SUV segment, the largest SUV segment in Canada with roughly 260,000 sales in 2014.

Dodge Journey is not only the most affordable mid-size crossover in Canada, it’s also the country’s favourite crossover. With its best-in-class storage systems, the largest available touchscreen in its class and flexible seating for up to 7 passengers, Dodge Journey provides customers with more value for their money. For the month of December, Dodge Journey set a sales record with 2,257 vehicles sold. These results are an increase of 46 per cent, compared with 1,548 sold in December 2014.

Annual Sales Highlights

Throughout the 2015 calendar year, the Jeep brand gained unparalleled momentum, posting greater than a 13 per cent sales increase, representing over 9,177 incremental sales for the year, with total sales of 79,680. As a matter of fact, the previous annual sales record for the brand was surpassed in November. Leading the sales for the brand in every month of the past year was Jeep Cherokee. This SUV was sold to 31,833 customers throughout 2015, an increase of 41 per cent compared with 22,529 sold the year prior. These results earned Jeep Cherokee an annual sales record.

The Ram brand also set an annual record in 2015 with 96,744 products sold, up from 93,760 in 2014, marking an increase of 3 per cent. Looking specifically at Ram pickup trucks within the full Ram brand lineup, an annual sales record was set in 2015 with 89,670 trucks sold, up from 86,590 sold in 2014, marking a 4 per cent increase. These results maintain Ram Truck's position as the #2-selling vehicle in the country, out of a few hundred nameplates.

The 3.0-litre EcoDiesel V-6 on the Ram 1500 was recently named one of Wards 10 Best Engines for a third straight year. This is the longest tenure of any engine on the annual list. The Ram 1500 EcoDiesel produces a best-in-class fuel economy rating of 8.0 L/100km (Highway).

With an all-new Chrysler minivan introduction on the horizon at the upcoming North American International Auto

Show in Detroit, Chrysler Town & Country finished the year with an annual sales record. Over the past 12 months, 9,001 Windsor-built Chrysler minivans were sold. This is an increase of 1 per cent, compared with 8,944 vehicles sold the full year prior. Collectively, Chrysler Town & Country along with the Dodge Grand Caravan minivans account for roughly two-thirds of the Canadian minivan segment.

Sales Charts:
MONTH

December	**December 2015**	**December 2014**	**% Change**	
Total Volume	21,961	21,613	**2%**	

Model Highlights	**December 2015**	**December 2014**	**% Change**	
Jeep Cherokee	2,886	1,938	**49%**	Record December Sales
Dodge Journey	2,257	1,548	**46%**	Record December Sales
Dodge Grand Caravan	4,162	3,140	**33%**	
Chrysler Town & Country	646	498	**30%**	Record December Sales
Jeep Brand	6,233	4,888	**28%**	Record December Sales

CYTD

CYTD Sales	**December 2015**	**December 2014**	**% Change**	
Total Volume	293,061	290,004	**1%**	Record Sales Year

Model Highlights	**December 2015**	**December 2014**	**% Change**	
Ram Pickup	89,670	86,590	**4%**	Record Sales Year
Jeep Cherokee	31,833	22,529	**41%**	Record Sales Year
Chrysler Town & Country	9,001	8,944	**1%**	Record Sales Year
Ram Brand	96,744	93,760	**3%**	Record Sales Year
Total Jeep Brand	79,680	70,503	**13%**	Record Sales Year

FCA Canada
Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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