

FCA Canada Reports August 2017 Sales

- Best Ram brand August sales ever
- Ram Truck posts August sales record
- Jeep® Compass reports August sales record

September 5, 2017, Windsor, Ontario - FCA Canada today reported August 2017 sales of 19,648 units. The Ram brand, Ram pickup and Jeep® Compass led the way, each setting an August monthly sales record. Overall, FCA Canada sales were down 9 per cent for the month from August 2016.

Sales Highlights

The Ram brand, offering Canada's longest-lasting line of pickup trucks, continues to be a key sales contributor. Overall, Ram brand set a sales record for the month of August, with 8,447 units sold, an increase of 28 per cent compared with the same month last year. Ram light- and heavy-duty pickup trucks also marked an August sales record, with 8,043 trucks reported, an increase of 26 per cent versus 6,407 sales in August 2016.

Just in time for farming season, a new Ram truck has been designed specifically with farm families in mind. The [Ram Harvest Edition](#) is the industry's first agricultural market truck and is visually distinguished by two new colours: Case IH Red and New Holland Blue. Harvest Edition trucks are loaded with features that are designed to work. Among them, a ride-height increase of one inch and aggressive on/off-road tires to help owners comfortably and confidently navigate rough farm roads and fields. The Harvest Edition will be available across the Ram 1500, 2500 and 3500 lineup, in all four-door Quad, Crew and Mega Cab configurations, all box lengths and all powertrains, including 5.7-litre HEMI® V-8, 6.4-litre HEMI V-8 and 6.7-litre Cummins Turbo Diesel.

Jeep Compass is Canada's most capable compact SUV ever with best-in-class 4x4 capability and best-in-class off-road capability. Compass features a fuel-efficient 2.4-litre Tigershark Multi Air engine, delivering 180 horsepower and 175 lb-ft of torque. For the month of August, 1,096 copies of the all-new Jeep Compass were reported sold, marking an increase of nearly 500 per cent compared with 184 sales in August 2016.

Sales Chart

Canada Sales Summary AUGUST 2017*

Model	Month Sales		Vol % Change	CYTD Sales		Vol % Change
	Curr Yr	Pr Yr		Curr Yr	Pr Yr	
Compass	1,096	184	496%	4,190	3,260	29%
Patriot	48	725	-93%	2,865	6,178	-54%
Wrangler	1,245	1,372	-9%	11,736	13,945	-16%
Cherokee	1,898	2,672	-29%	16,783	22,100	-24%
Grand Cherokee	1,570	1,309	20%	12,283	11,129	10%
Renegade	177	229	-23%	2,494	2,858	-13%
JEEP BRAND	6,034	6,491	-7%	50,351	59,470	-15%
200	5	1,010	-100%	2,724	5,388	-49%
300	69	137	-50%	3,332	3,069	9%
Town & Country	0	38	-100%	5	2,840	-100%
Pacifica	539	401	34%	4,205	924	355%

CHRYSLER BRAND	613	1,586	-61%	10,266	12,221	-16%
Dart	0	84	-100%	523	1,038	-50%
Charger	121	120	1%	3,978	2,864	39%
Challenger	200	216	-7%	2,728	2,564	6%
Viper	11	2	450%	43	46	-7%
Journey	597	1,853	-68%	9,527	11,560	-18%
Caravan	2,684	4,040	-34%	32,896	36,710	-10%
Durango	742	487	52%	4,959	4,738	5%
DODGE BRAND	4,355	6,802	-36%	54,654	59,520	-8%
Ram P/U	8,043	6,407	26%	72,956	64,210	14%
ProMaster Van	362	153	137%	3,218	1,731	86%
ProMaster City	42	64	-34%	778	1,160	-33%
RAM BRAND	8,447	6,624	28%	76,952	67,101	15%
Giulia	70	0	#DIV/0!	331	0	#DIV/0!
Alfa 4C	6	9	-33%	49	70	-30%
Alfa Stelvio	45	0	#DIV/0!	45	0	#DIV/0!
ALFA BRAND	121	9	1244%	425	70	507%
500	34	88	-61%	667	704	-5%
500L	0	13	-100%	33	229	-86%
500X	8	37	-78%	801	598	34%
Spider	36	34	6%	540	106	409%
FIAT BRAND	78	172	-55%	2,041	1,637	25%
TOTAL FCA CANADA	19,648	21,684	-9%	194,689	200,019	-3%
Total Car & MPV	3,775	6,192	-39%	52,054	56,552	-8%
Total UV's	7,381	8,868	-17%	65,638	76,366	-14%
Total Truck & LCV	8,447	6,624	28%	76,952	67,101	15%

***Method of Determining Monthly Sales**

Beginning with the July 2016 sales report, FCA Canada sales numbers have been calculated using a new sales reporting methodology, which is described in more detail in the explanatory note issued on September 1, 2016. Sales by dealers are derived from the New Vehicle Delivery Report, or NVDR system and reported upon the first sale reported in the NVDR system. Under the new reporting methodology, fleet sales are recorded as sales upon shipment by FCA Canada of the vehicle to the customer or end user. The updated monthly sales figures are available on the FCA US media website at www.media.fcanorthamerica.com.

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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