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FCA México Reports Sales of 8,544 Units

- Dodge Attitude sales rose 26 percent over the same period in 2016; best September ever
- FIAT brand sales grew 8 percent compared to September 2016
- Jeep sales improved 22 percent versus 2016
- Mitsubishi Motors sales were up 7 percent with 1,306 units sold
- Ram sales increased 7 percent versus 2016, best September ever

October 3, 2017, Mexico City - FCA México reported sales of 8,544 units.

“We continue reporting sales records due to our attractive product portfolio and the renewal of our dealer network, creating more appealing facilities and improving customer care,” said Bruno Cattori, President & CEO of FCA México. “Last month, we made two major announcements — the opening of the first Alfa Romeo boutique in Monterrey, extending our dealer network across the country, and Fiat brand ranked highest in overall satisfaction among non-premium brands on the J.D. Power 2017 Mexico Customer Service Index (CSI) study.”

Alfa Romeo
Alfa Romeo, a brand that continues building its legacy thanks to the numerous records and triumphs of its new product portfolio, sold 28 units. Alfa Romeo MiTo, Giulietta, Giulia and 4C continued their positive sales trend.

Last month, we opened the first exclusive boutique concept for Alfa Romeo in the City of Monterrey, located in one of the most exclusive areas and one of the most important markets in the country. This new sales point allows us to be closer to our customers and followers who know and admire Alfa Romeo.

Chrysler
Chrysler sold 57 units. Chrysler Pacifica has revolutionized the minivan segment with nearly 40 new minivan firsts. After creating the minivan segment more than 30 years ago, FCA now boasts an unmatched 115 minivan innovations. Pacifica uses an all-new platform for class-leading ride, handling, noise, vibration and harshness.

Dodge
Dodge sold 2,970 units. Dodge Attitude, the sedan best known for its fuel efficiency, sold 1,823 units, up 26 percent versus prior year; best September ever. Dodge Neon reported a sales increase of 9 percent versus 2016 with 462 units.

FIAT
FIAT, the Italian brand, sold 733 units, up 8 percent versus 2016. Fiat Mobi registered sales of 319 units. Fiat Uno, the vehicle that redefines its segment, sold 283 units. Fiat Ducato sales rose 19 percent.

Last month, Fiat ranked highest in overall satisfaction among non-premium brands on the J.D. Power 2017 Mexico CSI study. The CSI study is based on the evaluations of 6,999 interviews with new-vehicle owners in Mexico approximately 12 to 36 months after purchase. The study was conducted March through August 2017.

FIAT surpassed total sales registered in 2016. In just nine months, the Italian brand sold 9,827 units in the country, compared to 9,363 placed on the market during the 12 months of 2016. FIAT will close 2017 establishing a new sales record.

Jeep®

Jeep sales rose 22 percent versus September 2016 with 1,197 units sold. Grand Cherokee, the most awarded SUV, posted sales of 444 units, up 17 percent over prior year. Jeep Renegade sold 356 units. The most recent product launch for the brand in the domestic market, the 2018 Jeep Compass, sold 204 units. Last month, this vehicle was awarded the 5-star safety rating from Euro NCAP due to its security features. The iconic Jeep Wrangler sold 168 units.

Mitsubishi Motors

Mitsubishi Motors finished the month with 1,306 units sold, up 7 percent versus prior year. Sales were led primarily by Mitsubishi Mirage, which sold 620 units, an increase of 33 percent, while Mitsubishi L200 sold 538 units, up 21 percent; best September ever.

Ram

Ram sold 2,253 units, a 7 increase compared to last year; best September ever. Ram 700 and Ram ProMaster Rapid continue leading their segments by selling 927 units and 371 units, respectively. Ram ProMaster reported sales of 116 units.

Last month, Ram México successfully introduced the new 2018 Ram R/T Crew Cab. This new version offers a second seat row, without losing its sportiness. Among the main equipment are 20” black sport wheels, new grill color, power sunroof, sport seats in leather and cloth, premium sound, 8.4” touchscreen radio with Apple Carplay and Android Auto and electric tuning pedals.

About FCA México

FCA México, S.A. de C.V. is a Mexican automaker with a new name and a long history. Headquartered in Santa Fe, FCA México is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA México manufactures and sells vehicles under the Alfa Romeo, Chrysler, Dodge, Fiat, Jeep®, Mopar, Ram, SRT and Mitsubishi brands. FCA México is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925, and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol “FCAU" and on the Mercato Telematico Azionario under the symbol “FCA.”

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