

FCA Canada Reports Record Jeep® Sales

- FCA Canada sets an all-time February Jeep® sales record with sales up 46 per cent to 6,563 vehicles
- Jeep Wrangler and Jeep Grand Cherokee set February sales records
- Chrysler Pacifica wins AJAC 'Utility Vehicle of the Year' award and posts record February sales

March 1, 2018, Windsor, Ontario - FCA Canada today reported sales of 18,831 vehicles, a 1 per cent decrease compared with sales in February 2017 of 19,115.

Jeep® Brand

Jeep brand total sales increased 46 per cent in February 2018 to 6,563, setting a monthly record. Two Jeep products also set monthly sales records in February. Jeep Wrangler posted a 175 per cent increase in February to 2,898. Jeep Grand Cherokee sales were up 10 per cent to 1,337, while Jeep Compass sales soared to 823.

Chrysler Brand

Chrysler brand total sales declined 20 per cent to 967, compared with the same month a year ago. Chrysler Pacifica sales were up 24 per cent to 604, setting a monthly record. The Windsor-built Chrysler Pacifica was named the [2018 Canadian Utility Vehicle of the Year](#) by the Automobile Journalists Association of Canada (AJAC). Chrysler 300 sales increased 19 per cent to 363.

Dodge Brand

Dodge brand total sales were down 22 per cent to 4,191, compared with the previous year. Dodge Charger set a monthly February record with a 114 per cent increase to 612.

Ram Truck Brand

Ram Truck brand sales were down 11 per cent to 6,977, compared with the previous year. At the Canadian International AutoShow in Toronto, Ram Truck unveiled the all-new and exclusive-to-Canada [2019 Ram 1500 Sport](#), featuring unique exterior design cues, interior treatments and custom options.

Alfa Romeo Brand

Alfa Romeo brand sales of 105 vehicles were up significantly compared with the same month a year ago. Stelvio led the brand with 67 sales, followed by Giulia with 34.

SALES CHART*

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	823	56	1370%	1,365	130	950%
Patriot	1	273	-100%	1	658	-100%
Wrangler	2,898	1,054	175%	6,653	2,322	187%
Cherokee	1,395	1,580	-12%	3,122	4,119	-24%
Grand Cherokee	1,337	1,210	10%	2,363	2,139	10%
Renegade	109	331	-67%	204	713	-71%
JEEP BRAND	6,563	4,504	46%	13,708	10,081	36%
200	0	415	-100%	0	1,062	-100%
300	363	304	19%	560	514	9%
Town & Country	0	1	-100%	0	5	-100%
Pacifica	604	489	24%	1,126	696	62%

CHRYSLER BRAND	967	1,209	-20%	1,686	2,277	-26%
Dart	1	56	-98%	2	235	-99%
Charger	612	286	114%	668	485	38%
Challenger	140	167	-16%	235	403	-42%
Viper	0	6	-100%	1	6	-83%
Journey	361	1,098	-67%	714	2,486	-71%
Caravan	2,577	3,260	-21%	6,021	5,767	4%
Durango	500	532	-6%	903	1,055	-14%
DODGE BRAND	4,191	5,405	-22%	8,544	10,437	-18%
Ram P/U	6,649	7,391	-10%	11,695	13,455	-13%
ProMaster Van	297	406	-27%	631	659	-4%
ProMaster City	31	70	-56%	57	166	-66%
RAM BRAND	6,977	7,867	-11%	12,383	14,280	-13%
Giulia	34	3	1033%	63	3	2000%
Alfa 4C	4	1	300%	6	1	500%
Alfa Stelvio	67	0	NEW	132	0	NEW
ALFA BRAND	105	4	2525%	201	4	4925%
500	10	92	-89%	28	273	-90%
500L	1	0		1	18	-94%
500X	1	13	-92%	12	125	-90%
Spider	16	21	-24%	29	63	-54%
FIAT BRAND	28	126	-78%	70	479	-85%
TOTAL FCA CANADA	18,831	19,115	-1%	36,592	37,558	-3%

*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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