

## Chrysler Canada Starts the Year Marking Its 50th Consecutive Month of Year-over-year Sales Growth

- Fifty consecutive months of year-over-year sales growth – longest growth streak in Company's history
- 17,698 vehicles sold; an increase of 4 per cent over January 2013 sales
- January sales records set for Fiat brand, Dodge Dart and Ram trucks
- Best January for mid-size Sport Utility Vehicles, with 1,310 Jeep Cherokee sales
- Ram truck is the second best-selling vehicle in Canada

February 3, 2014, Windsor, Ontario - Chrysler Canada today announced its 50th consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. January 2014 sales were 17,698 compared with 17,013 in January 2013, which represents a 4 per cent increase.

In the history of Chrysler Canada, we have never had a stronger product lineup to fuel our efforts, leading to 50 months of year-over-year sales growth," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "With a revitalized product portfolio, including Canada's only light-duty diesel truck and our all-new Jeep Cherokee with a segment-first 9-speed automatic transmission, we're delivering vehicles that provide Canadian consumers exceptional style, design and technology along with improved performance and fuel economy."

### Sales Highlights:

On the heels of a win as the first-ever, back-to-back *Motor Trend* Truck of the Year, plus claiming the crown at the 2014 Canadian Truck King Challenge, Ram Truck sales continue to be strong. Expert judges have been particularly impressed with the performance of the Ram 1500's all-new EcoDiesel V-6 engine, as well as its eight-speed TorqueFlite transmission, a combination that boasts a towing capacity of up to 9,200 pounds (4,173 kg). The 3.0-litre EcoDiesel V-6 is among *Ward's* 10 Best Engines for 2014. January 2014 Ram Truck sales in Canada were 5,433, compared with 5,405 in January of 2013. This represents a 1 per cent increase, as well as a January sales record, and solidifies Ram Truck as the second-best selling vehicle in the country.

The mid-size SUV segment in Canada is the fourth largest and growing fast. Until the introduction of the all-new 2014 Jeep Cherokee, Chrysler Canada did not have a strong presence in this important segment. In January 2014, Jeep experienced its best mid-size SUV sales results ever, with 1,310 Jeep Cherokees sold. Already awarded the 2014 AJAC (Automobile Journalists Association of Canada) Best-New SUV/CUV Under \$35,000 title, Jeep Cherokee continues to gain momentum in the marketplace.

The Fiat brand also saw its sales spike 82 per cent in January 2014, which marks a monthly sales record for the brand. The sales surge was led primarily by our Fiat 500L, which exudes all of the finest in contemporary Italian design that the original Cinquecento offers along with 42 percent more interior space, providing Canadians with an exhilarating driving experience that comfortably seats five.

### Sales Chart:

January	January 2014	January 2013	% Change	
Total Volume	17,698	17,013	4%	
Model Highlights	January 2014	January 2013	% Change	
Ram Pickup	5,433	5,405	1%	Record January sales

Dodge Grand Caravan	3,030	2,772	9%	#4 selling vehicle in Canada
Fiat Brand	596	328	82%	
Jeep Cherokee	1,310			

#### **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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