Contact: Miguel Ceballos

FCA México sales grew 7 percent in March 2015

- FCA México reported sales of 7,683 units, a 7 percent sales increase versus March 2014
- Chrysler brand sales were up 23 percent versus March 2014
- Dodge brand sold 2,159 units during March 2015
- Fiat brand sales surged 19 percent compared to March 2014
- Sales of the Jeep® brand were 1,844 units in March 2015
- Mitsubishi Motors reported its ninth double-digit consecutive sales gain month in March. Sales were up 37 percent.
- Ram brand posted sales of 1,293 units, a 43 percent sales increase versus March 2014

March 31, 2015, Mexico City - FCA México sales in March 2015 totaled 7,683 units, a 7 percent sales increase compared with sales in March 2014.

“Our new products have showed a good sales trend, proving that this new offensive is captivating and attracting new customers.” said Bruno Cattori, President and CEO of FCA México. “In order to continue this positive sales trend, last month we launched the Fiat 500L, a multi-purpose vehicle that offers a powerful and efficient 1.4-liter turbo engine, an exclusive audio system Premium Beats Audio®, a complete security system and an outstanding load capacity up to 1,380 liters. All these attributes make the Fiat 500L an excellent option for our customers and proves the commitment we have in bringing out innovative products that will satisfy our customers’ needs.”

Alfa Romeo Brand
The Alfa Romeo brand sold 6 units in March 2015.

The Alfa Romeo Giulietta Quadrifoglio Verde offers a new double-clutch six-speed automatic transmission, delivering excellent sporty driving without compromising its comfort in city driving.

The new Alfa Romeo MiTo, now available in a new entry-level version named Progression Luxury, includes attractive equipment: a powerful, 1.4-liter turbo engine, rated at 170 hp, mated to a six-speed manual transmission. The also is a 5-inch touchscreen with the Uconnect info entertainment system.

Chrysler Brand
Sales of the Chrysler brand during March were 308 units, a 23 percent sales improvement from March 2014. Sales of the 2015 Chrysler 200 increased 129 percent in March 2015, compared to the same period in 2014. It was the Chrysler 200’s best March since 2011. The Chrysler 200 was named Mid-size Sedan of Texas by the Texas Auto Writers Association (TAWA). It also nabbed a spot on the KBB.com list of “10 Best Sedans Under $25,000.”

Also in March, the 2015 Chrysler 300 was named by AAA Arizona a “Top Pick” for the Full-size Sedan segment. Also Chrysler 300 also took the highest award as the Car of Texas at the Texas Auto Roundup hosted by the Texas Auto Writers Association (TAWA).

Dodge Brand
The Dodge brand continues to perform well, with 2,159 units sold during March. Among the top performers in March was the Dodge Journey, which sold 885 units. The Dodge Charger posted strong sales in March with a 17 percent increase over March 2014. Just being launched, the Dodge Attitude and Dodge Vision sold 869 units and 202 units, respectively.

During March, Dodge brand cars were honored as Full-size Sedan of Texas, Performance Coupe of Texas, Performance Sedan of Texas and Best New Feature by the Texas Auto Writers Association (TAWA).

FIAT Brand

The FIAT brand reported sales gains of 19 percent, with 784 units sold. The Fiat 500 sold 383 units during March. The Fiat UNO, which was recently launched, posted sales of 226 units.

In March a new member of the Fiat brand in Mexico was unveiled, the Fiat 500L.

During March, the 2015 Fiat 500 Abarth received accolades from KBB.com editors; it was named in the list of 10 Coolest Cars Under $25,000.

Jeep® Brand

The Jeep brand sold 1,844 units during March. Sales of the Jeep Patriot totaled 501 units. The Jeep Grand Cherokee reported sales of 400 units. The Jeep Wrangler posted sales of 267 units. In March the Wrangler was named on KBB.com's list of "10 Best SUVs Under $25,000."

During the month the 2015 Jeep Grand Cherokee SRT was named Performance Utility of Texas by the Texas Auto Writers Association (TAWA).

Mitsubishi Motors

The Mitsubishi Motors brand posted another year-over-year sales gain in March, marking its best March sales since 2009. Mitsubishi Motors Mexico sales were up 37 percent, reporting 1,289 units sold. Results were led by the Mitsubishi L200 with 531 units sold, making it the best March for the L200 since its launch. The successful Mitsubishi Motors pickup was a key element for the ninth double-digit consecutive sales gains month for the brand, consolidated in March. The Mitsubishi Outlander and Mitsubishi Montero SUVs followed the Mitsubishi L200 at the top of year-over-year sales gains for the Japanese brand.

The all-new Mitsubishi Mirage posted sales of 218 units in March. This vehicle continues its positive streak of recognitions with Kelley Blue Book's distinction as one of the 10 Most Fuel-Efficient Cars Under $25,000 in March. The Mirage is the only non-EV/non-hybrid vehicle to be included on the list.

Ram Truck Brand

In March the sales volume of the Ram brand was up 43 percent with 1,293 units sold. The Ram 4000 continued its strong ascent by posting a 6 percent improvement compared to March 2014. Since it was launched, the Ram 700 has had strong results; last month it registered sales of 472 units.

About FCA México

FCA México 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 designs, engineers, 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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