

FCA Canada Sets New January Jeep® and Ram Sales Records

- 18,156 vehicles sold, an increase of 1 per cent
- Best January sales month since 2002
- January sales records set for Jeep® and Ram brands, as well as Jeep Cherokee and Ram truck
- Jeep brand marks 75th anniversary in 2016

February 2, 2016, Windsor, Ontario - FCA Canada today reported a total of 18,156 vehicles sold in January 2016, representing a 1 per cent sales lift compared with January 2015 sales of 18,054. Jeep® brand vehicles posted the largest gains in the month. FCA Canada remains the top-selling automaker in the country.

"The Ram and Jeep brands had a phenomenal sales month in January. The Jeep brand set a new January sales record led by record-setting sales from Cherokee," said Dave Buckingham, Chief Operating Officer, FCA Canada. "In addition, the Ram brand set a January sales record as Ram pickup trucks continue to be our number one seller. These results help us maintain our position as the top-selling automaker in Canada."

Sales Highlights

The Jeep brand set an all-time worldwide record in 2015 with sales exceeding one million units. In Canada, Jeep brand sales were up 13 per cent for the 2015 calendar year.

Strong momentum continues for the Jeep brand in the first month of 2016 with a January sales record of 5,352, compared with 4,003 Jeep products sold in January 2015. These results represent a 34 per cent increase. Within the brand, Jeep Cherokee stands out with a record-setting 2,428 units sold, up 73 per cent from 1,403 sold in January 2015.

2016 marks the 75th anniversary of the Jeep brand. As a tribute to this rare diamond anniversary, Jeep has created distinctive 75th Anniversary special-edition models of each vehicle in its lineup – Cherokee, Compass, Grand Cherokee, Patriot, Renegade, Wrangler and Wrangler Unlimited - a selection of which will be on display at the upcoming Canadian International Auto Show in Toronto. Each model will be available in Jeep dealer showrooms in the first quarter of 2016.

The Ram brand did not let up from its record-breaking 2015 calendar year and posted an 11 per cent increase in January 2016 with 7,223 copies sold compared with 6,517 sold in the prior year. These results set a January sales record. Looking specifically at Ram pickup truck sales within the full Ram brand line-up, a January record was set with sales of 6,842 trucks, which is an increase of 18 per cent over January 2015 sales.

Claiming the top spot in the 2016 Canadian Truck King Challenge, the 2016 Ram 1500 EcoDiesel out-scored 13 other pickup trucks and mid- and full-size vans in a competition to prove that Ram 1500 EcoDiesel is the perfect truck for Canadian consumers.

Sales Chart

FCA Canada - January Highlights

MONTH

January	January 2016	January 2015	% Change
Total Volume	18,156	18,054	1%

Model Highlights	January 2016	January 2015	% Change	
Ram Pick-up	6,842	5,810	18%	Record January Sales
Jeep Cherokee	2,428	1,403	73%	Record January Sales
Jeep Grand Cherokee	1,140	769	48%	
Ram Brand	7,223	6,517	11%	Record January Sales
Jeep Brand	5,352	4,003	34%	Record January Sales

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 95th anniversary in 2020. FCA Canada is a wholly owned subsidiary of FCA US LLC, 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 and sells Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. 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 and Dodge Grand Caravan (Windsor), 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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