

FCA Canada Reports November 2016 Sales

December 1, 2016, Windsor, Ontario - FCA Canada today reported sales of 20,674 units, down 3 per cent compared with sales in November 2015 of 21,363 units.

FCA Canada retail sales were 15,012 units in November (flat as compared to November 2015), while fleet sales were 5,662 units (down 11 per cent from November 2015). Retail sales represented 72.6 per cent of total sales, while fleet sales were 27.4 per cent.

Sales Highlights

Ram Truck brand sales, which include Ram pickup, Ram ProMaster and Ram ProMaster City, were up 12 per cent in November versus the same month a year ago. The brand's increase was driven largely by the strong 14 per cent increase in Ram pickup truck sales. Coming off an October where Ram 1500 was crowned the overall winner of the [Canadian Truck King Challenge](#) for the third time in a row, Ram Truck continued to grab headlines last month. On the awards front, Ram 1500 earned a [Best Buy](#) title from *Consumers Digest* in the Pickup segment – its third nod in four years, while *Green Car Journal* named the Ram ProMaster City its 2017 Commercial [Green Car of the Year](#) for the second consecutive year — the first time a vehicle has won one of the magazine's titles consecutively.

In November 2016, three Dodge brand products saw double-digit – and in one case triple-digit - sales increases. The Canadian-made Dodge Charger saw sales increase 166 per cent as compared with results from the same month one year ago. The Dodge Challenger, which is also manufactured at the award-winning Brampton Assembly Plant (BAP), saw its sales increase 58 per cent in November 2015, versus the same month last year. Momentum continues around Dodge Durango as well. November 2016 sales were up 60 per cent versus the same month from last year and calendar-year-to-date versus 2015, Durango sales are up 73 per cent.

For November 2016, Jeep® Grand Cherokee sales increases continued. Grand Cherokee sales were up 25 per cent in November 2016 compared with results from the same month one year ago. Calendar-year-to-date versus 2015, Grand Cherokee sales are up 34 per cent. Also in November, the 2017 Jeep Grand Cherokee 4x4 earned a [five-star overall safety rating](#) from NHTSA. Five stars is the highest single rating in NHTSA's vehicle evaluation program. The five-star rating reflects performance in NHTSA tests that simulate: frontal collision with another vehicle, side impact with another vehicle and side impact with a pole.

Sales Chart:

FCA CANADA Sales Summary November 2016

*Reflects New Methodology

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	221	503	-56%	3,770	3,472	9%
Patriot	435	488	-11%	7,984	8,843	-10%
Wrangler	1,090	1,213	-10%	17,735	19,413	-9%
Cherokee	2,916	2,729	7%	30,135	28,950	4%
Grand Cherokee	1,299	1,042	25%	14,231	10,619	34%
Renegade	237	337	-30%	3,704	1,957	89%
JEEP BRAND	6,198	6,312	-2%	77,559	73,254	6%
200	293	638	-54%	6,589	10,443	-37%
300	317	363	-13%	3,489	4,002	-13%

Town & Country	21	629	-97%	2,900	8,454	-66%	
Pacifica	377	0	New	2,299	0	New	
CHRYSLER BRAND	1,008	1,630	-38%	15,277	22,899	-33%	
Dart	99	189	-48%	1,331	2,935	-55%	
Avenger	0	0		0	8	-100%	
Charger	317	119	166%	3,526	4,280	-18%	
Challenger	139	88	58%	3,023	2,583	17%	
Viper	8	1	700%	54	105	-49%	
Journey	1,465	2,201	-33%	15,580	23,355	-33%	
Caravan	3,809	4,111	-7%	48,033	42,660	13%	
Durango	551	345	60%	5,914	3,419	73%	
DODGE BRAND	6,388	7,054	-9%	77,461	79,345	-2%	
Ram P/U	6,542	5,762	14%	83,357	84,034	-1%	
Cargo Van	0	1	-100%	0	836	-100%	
ProMaster Van	231	237	-3%	2,306	2,421	-5%	
ProMaster City	141	190	-26%	1,609	1,776	-9%	
RAM BRAND	6,914	6,190	12%	87,272	89,067	-2%	
Alfa 4C	1	4	-75%	83	89	-7%	
ALFA BRAND	1	4	-75%	83	89	-7%	
500	65	96	-32%	947	2,834	-67%	
500L	11	28	-61%	285	1,843	-85%	
500X	59	49	20%	737	554	33%	
Spider	30	0	New	238	0	New	
FIAT BRAND	165	173	-5%	2,207	5,231	-58%	
TOTAL FCA CANADA	20,674	21,363	-3%	259,859	269,885	-4%	
Total Car & MPV	5,487	6,266	-12%	72,797	80,236	-9%	
Total UV's	8,273	8,907	-7%	99,790	100,582	-1%	
Total Truck & LCV	6,914	6,190	12%	87,272	89,067	-2%	

*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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