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FCA Canada Reports March 2017 Sales

April 3, 2017, Windsor, Ontario - FCA Canada today reported March 2017 sales of 26,531 vehicles, up slightly as compared with sales in March 2016 of 26,469.

Retail sales were 17,949 units in March 2017, down 362 units from March 2016. FCA Canada fleet sales were 8,582 units (up 5 per cent from March 2016).

Sales Highlights

Overall, Dodge brand sales rose 27 per cent in March 2017 to 9,362 units, as compared with 7,392 sales in the same month last year. Dodge vehicles continue to resonate with Canadians, including the Canadian-made Dodge Grand Caravan, which is up 47 per cent versus March 2016, and the Dodge Journey, which is up 40 per cent. The Brampton, Ontario-built Dodge Challenger has seen sales increases throughout the first quarter of 2017, with March sales up 102 per cent versus the same month last year.

Momentum continues to build for the all-new, Canadian-made, Chrysler Pacifica - the most-awarded minivan of the year. Sales in March 2017 were 648 units, an increase of 159 units over last month's figure.

Overall, Fiat brand sales increased 103 per cent in March 2017, versus March 2016. With its trademark Italian styling, combined with functionality, efficient design and innovative technology, the iconic Fiat 500 saw its sales increase 59 per cent versus the same month last year. Meanwhile, the brand's small crossover Fiat 500X saw a sales increase of 167 per cent.

Sales Chart

FCA CANADA Sales Summary March 2017

*Reflects New Methodology

Model	Month Sales			CYTD Sales		
	Curr Yr	Pr Yr	Vol % Change	Curr Yr	Pr Yr	Vol % Change
Compass	112	490	-77%	242	920	-74%
Patriot	326	982	-67%	984	1,777	-45%
Wrangler	1,211	1,657	-27%	3,533	4,113	-14%
Cherokee	2,475	3,021	-18%	6,594	7,202	-8%
Grand Cherokee	1,384	1,353	2%	3,523	3,495	1%
Renegade	409	554	-26%	1,122	1,115	1%
JEEP BRAND	5,917	8,057	-27%	15,998	18,622	-14%
200	639	405	58%	1,701	1,029	65%
300	555	621	-11%	1,069	928	15%
Town & Country	0	653	-100%	5	2,057	-100%
Pacifica	648	5	New	1,344	5	New
CHRYSLER BRAND	1,842	1,684	9%	4,119	4,019	2%
Dart	27	232	-88%	262	457	-43%
Charger	426	671	-37%	911	1,102	-17%
Challenger	575	284	102%	978	526	86%
Viper	4	6	-33%	10	12	-17%
Journey	2,027	1,449	40%	4,513	3,554	27%
Caravan	5,459	3,702	47%	11,226	8,910	26%

Durango	844	1,048	-19%	1,899	1,660	14%
DODGE BRAND	9,362	7,392	27%	19,799	16,221	22%
Ram P/U	8,347	8,841	-6%	21,802	22,708	-4%
ProMaster Van	449	227	98%	1,108	527	110%
ProMaster City	120	23	422%	286	797	-64%
RAM BRAND	8,916	9,091	-2%	23,196	24,032	-3%
Giulia	22	0	New	25	0	New
Alfa 4C	4	15	-73%	5	23	-78%
ALFA BRAND	26	15	73%	30	23	30%
500	180	113	59%	453	232	95%
500L	4	38	-89%	22	90	-76%
500X	211	79	167%	336	125	169%
Spider	73	0	New	136	0	New
FIAT BRAND	468	230	103%	947	447	112%
TOTAL FCA CANADA	26,531	26,469	0%	64,089	63,364	1%
Total Car & MPV	8,594	6,745	27%	18,122	15,371	18%
Total UV's	8,999	10,633	-15%	22,746	23,961	-5%
Total Truck & LCV	8,916	9,091	-2%	23,196	24,032	-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 95th anniversary in 2020. 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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