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FCA México Sales Increase 6 Percent in March

- FCA México sales grew 6 percent versus March 2016 and, in the first quarter, sales increased 10 percent over last year
- Alfa Romeo registered best March ever, boost by Giulietta sales, which recorded best sales month ever
- Dodge sales increased 17 percent versus 2016, pushed by Dodge Attitude sales, which registered best March since its launch
- FIAT recorded best March in its history with sales gains of 56 percent versus last year, pushed by Mobi and Uno, which logged best March ever.
- Mitsubishi Motors Mexico sold 1,238 units
- Ram sales rose 11 percent versus March 2016

April 3, 2017, Mexico City, Mexico - FCA México reported March sales of 8,436 units, up 6 percent versus 2016. In the first quarter, FCA México recorded a sales increase of 10 percent over last year.

“In order to broaden the Alfa Romeo lineup, we launched the Alfa Romeo Giulia last month, with 505 horsepower, setting the fastest lap for a four-door production sedan at Nürburgring," said Bruno Cattori,President and CEO of FCA México. "With more than 40 awards and its iconic Italian style, it has gained the attention of customers around the world, becoming the flagship vehicle for the brand and a reference for the segment.

"Our latest product launches have excited our clients,” Cattori added. “As part of our sales strategy, last month we introduced a new flexible financing program, 'Arma tu Plan,' which simplifies vehicle purchasing with down payment and monthly fees established according to customer needs. This is very important because two-thirds of our sales are carried out through financing.”

Alfa Romeo
Alfa Romeo reached sales of 49 units, a 96 percent sales increase compared to March 2016; best March in the history of the brand in Mexico. Alfa Romeo Giulietta set a new sales record; best sales month ever. Alfa Romeo MiTo and Alfa Romeo 4C continued their positive sales momentum. To broaden the brand lineup, last month we launched Alfa Romeo's most powerful production car ever, Alfa Romeo Giulia. This vehicle has been awarded for features such as Italian design, technology and security. In its first sales month, it has received great acceptance within the Mexican market.

Chrysler
Chrysler brand sold 94 units. The minivan that raises the bar in its segment, the Chrysler Pacifica, recorded sales of 59 units in its third month. The iconic Chrysler 300 reported a 33 percent sales increase over March 2016.

Dodge
The Dodge brand posted sales of 2,919 units, an increase of 17 percent compared to March 2016. Dodge Attitude achieved sales of 1,609 units, a 25 percent increase compared to the same month last year; best March ever. Dodge Challenger sales results in March 2017 were 52 percent better than in 2016. Dodge Neon sold 440 vehicles while Dodge Vision sold 217 units. Dodge Grand Caravan sales increased 58 percent versus prior month.

FIAT
In March, FIAT reached a 56 percent sales increase versus March 2016, with 1,075 units; best March in its history. Since its launch, the Fiat Mobi has built sales momentum in the market; last month, it registered sales of 415 units. Fiat Uno reached sales of 446 units, a 53 increase; best march since its launch.

Jeep®
Jeep brand continued its positive trend with 825 units sold. Jeep Grand Cherokee and Jeep Wrangler sold 380 and 242 units, respectively.

Mitsubishi Motors
Mitsubishi Motors Mexico reported sales of 1,238 units. Mitsubishi Mirage sold 689 units, up 66 percent, while Mitsubishi L200 sold 435 units, an 8 percent sales increase versus last year.

Ram
Ram brand registered sales of 2,236 units, a gain of 11 percent in March 2017, compared to the same month last year. Ram 700 remains the leader of its segment, reporting sales of 878 units. Ram 4000 sold 351 units, up 30 percent versus prior year. The latest brand launch, Ram ProMaster Rapid, has received very good acceptance in the market, selling 368 units in March.

About FCA México
FCA México, S.A. de C.V. 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 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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