

## **FCA México Reports January Sales of 7,514 Units**

- Fiat Mobi recorded a sales increase of 19 percent versus 2017, becoming sales leader of the brand
- Jeep® sales grew 30 percent versus January 2017
- Jeep Wrangler achieved best January sales ever
- Ram ProMaster reached best sales month since its launch

February 1, 2018, Mexico City - In January, FCA México recorded sales of 7,514 units.

"We started the year with two important announcements, the new 2019 Jeep® Cherokee and 2019 Ram 1500. Both vehicles were revealed during the North American International Auto Show in Detroit," said Bruno Cattori, President & CEO of FCA México. "In addition, we have received several awards for vehicles that are part of our portfolio, proving around the world the capabilities and great quality of our products."

### **Alfa Romeo Brand**

Alfa Romeo, started the year with sales of 13 units.

### **Chrysler Brand**

Chrysler recorded sales of 55 units. Last month, Chrysler Pacifica was named to *Car and Driver's* [10Best Trucks and SUVs](#) list for a second consecutive year.

### **Dodge Brand**

Dodge recorded sales of 2,132 units. Dodge Attitude continues as top leader of the brand, registering 1,415 units sold. Dodge Grand Caravan sales increased 74 percent compared to January 2017. Sales of the Dodge Journey were 255 units. Dodge Neon, a vehicle that stands out for its great equipment, sold 233 units.

In January, Dodge Challenger was awarded for highest model loyalty in the non-luxury mid-size sport segment for the sixth time since the [Automotive Loyalty Awards](#) began.

### **FIAT Brand**

Fiat sold 919 units. Fiat Mobi sold 438 units, up 19 percent over prior year, becoming sales leader of the brand. This car offers one of the best safety features in its class, from its entry version it has double front airbag, ABS braking system and automatic emergency lighting system. Sales of Fiat Palio Adventure were 27 percent higher than in January 2017. Fiat Uno sold 349 units.

### **Jeep Brand**

Jeep sold 1,174 units, up 30 percent versus 2017. Jeep Wrangler sold 338 units, best January in its history. Jeep Renegade, the entry vehicle of the brand, sold 320 units; this vehicle leads the premium small SUV segment. The new Jeep Compass, proudly assembled in Mexico, sold 217 units, showing a 131 percent sales increase.

Last month, during the North American International Auto Show, we launched the 2019 Jeep Cherokee, which has a revamped front and back that highlight the brand's heritage.

In January, the Jeep brand was recognized by IHS Markit for the second year in a row for having the highest conquest performance.

Jeep Grand Cherokee, the sales leader of its segment, sold 276 units. Jeep Grand Cherokee was awarded by IHS

Markit for highest model loyalty in the non-luxury mid-size SUV segment for the fourth year in a row and the ninth time since the Automotive Loyalty Awards began, while Jeep Wrangler was the highest model loyalty in the non-luxury compact SUV segment for the second year in a row.

#### **Mitsubishi Motors**

Mitsubishi Motors Mexico reported sales of 1,284 units. Sales were driven by Mitsubishi Mirage, which sold 579 units, and by Mitsubishi L200, which sold 530 units.

#### **Ram Truck Brand**

Ram brand sold 1,937 units. The commercial Ram division consolidates as leader in the compact commercial vehicles segment with a 40 percent market share with Ram 700 and Ram ProMaster Rapid, the last one achieved best sales month ever. Ram also has the sport division, with Ram Hemi, Sport and R/T having the most complete range in the sport pickup segment.

Last month in the luxury Ram division, the company launched the all-new 2019 Ram 1500, the most luxurious, technologically advanced and efficient pickup truck in its class. This vehicle had a great impact at the [North American International Auto Show](#) in Detroit. Cars.com editors named the all-new 2019 Ram 1500 “[Best of Show](#)” for the 2018 North American International Auto Show.

Ram 1500 was ranked as the highest model loyalty in the non-luxury full-size half-ton pickup segment for the second consecutive year in the Automotive Loyalty Awards from IHS Markit.

#### **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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