

## **FCA US Reports July 2018 Sales**

- Ram brand reports highest July sales ever, Light-Duty retail sales climbed 17 percent
- Jeep® brand reports highest July sales ever, retail sales rose 16 percent
- Jeep Cherokee posts best July sales ever, retail sales jumped 73 percent
- Alfa Romeo July sales increase 65 percent

August 1, 2018, Auburn Hills, Mich. - FCA US LLC today reported July 2018 sales of 170,970 vehicles, a 6 percent increase compared with sales in July 2017 of 161,477 vehicles.

Overall sales were propelled by the Ram brand and Jeep® brand. The Jeep brand had its best July ever as the

Cherokee, Compass and Wrangler nameplates all scored record increases. FCA retail sales increased 6 percent to 153,925 vehicles while fleet sales totaled 17,045. Fleet accounted for 10 percent of overall sales.

### **Jeep Brand**

Jeep brand July sales rose 15 percent to 79,906 vehicles. It was the seventh straight month Jeep sales have increased over the same month the previous year. Cherokee sales rose 71 percent to 20,210 vehicles, while Compass sales rose 63 percent to 12,300 vehicles, Sales of the Wrangler rose 14 percent to 21,308 vehicles.

### **Ram Brand**

Ram brand had its best July ever as sales increased 2 percent to 45,065. Ram Light-Duty sales drove the brand's performance with a total of 27,812 vehicle sales, an increase of 13 percent compared with the same period last year. Retail sales of the Light-Duty increased 17 percent to 26,380.

### **Chrysler Brand**

Chrysler brand total sales declined 13 percent to 11,624 vehicles. Pacifica sales rose 6 percent to 8,775 vehicles.

### **Dodge Brand**

Dodge brand sales were flat with last year as sales came in at 31,119 vehicles. Charger and Journey sales both posted increases. Charger sales rose 6 percent to 5,743 vehicles while the Journey rose 23 percent to 8,345 vehicles. It was the highest July for Charger since 2014 and the highest July for Journey since 2015.

### **FIAT Brand**

Sales of Fiat declined 45 percent to 1,240 vehicles.

### **Alfa Romeo Brand**

Alfa Romeo brand sales of 2,016 vehicles were up 65 percent compared with the same month a year ago. Stelvio led the brand with 1,014 vehicle sales.

**Method of Determining FCA US LLC's Monthly Sales** . FCA US's reported vehicle sales represent unit sales of vehicles to retail customers, deliveries of vehicles to fleet customers and to others such as FCA US's employees and retirees as well as vehicles used for marketing. Most of these reported sales reflect retail sales made by dealers out of their own inventory of vehicles previously purchased by them from FCA US. Reported vehicle units sales do not correspond to FCA US's reported revenues, which are based on FCA US's sale and delivery of vehicles, and typically recognized upon shipment to the dealer or end customer. As announced on July 26, 2016, FCA US has modified its methodology for monthly sales reporting as follows:

- Sales to retail customers by dealers in the U.S. are derived from the New Vehicle Delivery Report (“NVDR”) system and are determined as the sum of (A) all sales recorded by dealers during the month net of all unwound transactions recorded to the end of that month (whether the original sale was recorded in the current month or any prior month); plus (B) all sales of vehicles during that month attributable to past unwinds that had previously been reversed in determining monthly sales (in the current or prior months).
- Fleet sales are recorded upon the shipment of the vehicle by FCA US to the customer or end user.
- Other retail sales are recorded either (A) when the sale is recorded in the NVDR system (for sales by dealers in Puerto Rico and limited sales made through distributors that submit NVDRs in the same manner as for sales by U.S. dealers) or (B) upon receipt of a similar delivery notification (for vehicles for which NVDRs are not entered such as vehicles for FCA employees).

#### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the 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. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group 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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