

FCA Canada Reports 2018 Jeep® Brand Sales Up 8 Per Cent for the Calendar Year

- Jeep® brand sales rise 8 per cent for the calendar year
- All-time Jeep Wrangler sales record for the calendar year
- Jeep Compass sales double for the calendar year
- Record July sales for Chrysler Pacifica

August 1, 2018, Windsor, Ontario - FCA Canada today reported sales of 15,652 vehicles.

Jeep® Brand

For the calendar year, Jeep brand sales of 48,083 vehicles are up 8 per cent compared with the same time, one year ago. Leading the way for the brand is Jeep Wrangler with 18,017 vehicles sold to date in 2018. These results represent the best Jeep Wrangler sales in the Company's history at this point in the calendar year. Further, Jeep Compass sales of 6,425 are up 108 per cent compared with the same time last year.

Chrysler Brand

The Windsor-built Chrysler Pacifica saw its sales increase in the month of July 2018 to 484 vehicles, up 53 per cent compared to July 2017 and setting a monthly record. For the second consecutive year, Chrysler Pacifica took the top spot among all minivans in J.D. Power's 2018 U.S. Automotive Performance, Execution and Layout (APEAL) Study™.

Dodge Brand

Dodge brand reported total sales of 3,031 vehicles. Dodge recently announced a new Challenger Scat Pack 1320, a drag-oriented, street-legal muscle car designed with the grassroots drag racer in mind.

Ram Truck Brand

Ram truck brand reported sales of 5,798 vehicles for the month.

Alfa Romeo Brand

Alfa Romeo brand sales of 92 vehicles were up 12 per cent compared with the same month a year ago.

Sales Chart*:

Model	Month Sales			CYTD Sales		
	Curr Yr	Pr Yr	Vol % Change	Curr Yr	Pr Yr	Vol % Change
Compass	555	1,039	-47%	6,425	3,094	108%
Patriot	0	645	-100%	0	2,817	-100%
Wrangler	1,621	2,232	-27%	18,017	10,491	72%
Cherokee	3,196	3,689	-13%	14,430	14,885	-3%
Grand Cherokee	778	1,888	-59%	8,321	10,713	-22%
Renegade	40	349	-89%	890	2,317	-62%
JEEP BRAND	6,190	9,842	-37%	48,083	44,317	8%
200	0	12	-100%	0	2,719	-100%
300	8	28	-71%	2,890	3,263	-11%
Town & Country	0	0	0%	0	5	-100%
Pacifica	484	316	53%	4,824	3,666	32%
CHRYSLER BRAND	492	356	38%	7,714	9,653	-20%

Dart	1	3	-67%	3	523	-99%
Charger	88	114	-23%	3,530	3,857	-8%
Challenger	175	259	-32%	1,739	2,528	-31%
Viper	2	2	0%	5	32	-84%
Journey	975	1,096	-11%	4,419	8,930	-51%
Caravan	1,560	3,818	-59%	22,193	30,212	-27%
Durango	230	277	-17%	4,464	4,217	6%
DODGE BRAND	3,031	5,569	-46%	36,353	50,299	-28%
Ram P/U	5,373	6,990	-23%	54,032	64,913	-17%
ProMaster Van	380	456	-17%	2,548	2,856	-11%
ProMaster City	45	68	-34%	340	736	-54%
RAM BRAND	5,798	7,514	-23%	56,920	68,505	-17%
Giulia	31	75	-59%	349	261	34%
Alfa 4C	4	7	-43%	36	43	-16%
Alfa Stelvio	57	0		591	0	
ALFA BRAND	92	82	12%	976	304	221%
500	21	27	-22%	183	633	-71%
500L	2	1	100%	10	33	-70%
500X	6	7	-14%	47	793	-94%
Spider	20	69	-71%	177	504	-65%
FIAT BRAND	49	104	-53%	417	1,963	-79%
TOTAL FCA CANADA	15,652	23,467	-33%	150,463	175,041	-14%
Total Car & MPV	2,396	4,731	-49%	35,939	48,279	-26%
Total UV's	7,401	11,222	-34%	57,013	58,257	-2%
Total Truck & LCV	5,798	7,514	-23%	56,920	68,505	-17%

***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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