

FCA Canada Reports Strong Ram Truck Sales in October 2018

- Ram brand posted a 10 per cent sales increase over last year
- Jeep® Grand Cherokee sales up 39 per cent
- Ram 1500 truck sales up 10 per cent

November 1, 2018, Windsor, Ontario - FCA Canada today reported October 2018 sales of 14,669 vehicles.

Jeep® Brand

Jeep brand reported sales of 4,491 in October. Jeep Grand Cherokee led the way with 1,103 sales, an increase of 39 per cent over last year, followed by Jeep Cherokee and Jeep Compass with sales rising 3 per cent and 2 per cent, respectively. For the year, Jeep brand sales are up 7 per cent from this time in 2017. In recent Jeep news, for the ninth consecutive year Jeep® Wrangler was named “4x4/SUV of the Year” at the Specialty Equipment Market Association (SEMA) Show in Las Vegas.

Chrysler Brand

Chrysler brand reported sales of 400 vehicles for the month.

Dodge Brand

Dodge brand reported sales of 2,964 vehicles for the month. Dodge Durango sales of 444 vehicles were up 113 per cent; followed by 351 Dodge Charger sales, up 144 per cent from the prior year.

Ram Truck Brand

Ram truck brand reported sales of 6,677 vehicles for the month, an increase of 10 per cent compared with the previous year. The light-duty Ram 1500 was the driver with 5,329 sales, up 10 per cent. Ram pickup trucks, Ram ProMaster van and Ram ProMaster City saw increases of 9 percent, 13 per cent and 218 per cent, respectively, when compared with results from this time last year. In recent Ram brand news, the all-new 2019 Ram 1500 earned top honors as the Truck of Texas at the annual Texas Truck Rodeo, hosted by the Texas Automotive Writers Association (TAWA),

FIAT Brand

Fiat brand reported sales of 48 vehicles for the month, up 60 per cent from last year.

Alfa Romeo Brand

Alfa Romeo brand reported sales of 89 vehicles for the month. Giulia saw a 75 per cent increase with 35 sales.

Sales Chart*

Model	Month Sales		Vol % Change	CYTD Sales	
	Curr Yr	Pr Yr		Curr Yr	Pr Yr
Compass	585	574	2%	8,535	5,312
Patriot	0	49	-100%	2	3,004
Wrangler	1,182	1,766	-33%	22,491	14,452
Cherokee	1,549	1,501	3%	20,180	19,843
Grand Cherokee	1,103	794	39%	11,263	13,807
Renegade	72	162	-56%	1,072	2,810
JEEP BRAND	4,491	4,846	-7%	63,543	59,228
200	0	73	-100%	0	2,840
300	184	272	-32%	3,434	3,714

Town & Country	0	0	0	0	5
Pacifica	216	457	-53%	5,543	5,106
CHRYSLER BRAND	400	802	-50%	8,977	11,665
Dart	0	0	0	4	533
Charger	351	144	144%	4,709	4,242
Challenger	110	359	-69%	2,076	3,253
Viper	2	1	100%	8	50
Journey	274	1,440	-81%	5,287	11,780
Caravan	1,783	3,176	-44%	29,249	39,947
Durango	444	208	113%	6,312	5,596
DODGE BRAND	2,964	5,328	-44%	47,645	65,401
Ram P/U	6,310	5,794	9%	74,430	86,482
ProMaster Van	278	247	13%	3,638	3,822
ProMaster City	89	28	218%	490	853
RAM BRAND	6,677	6,069	10%	78,558	91,157
Giulia	35	20	75%	468	416
Alfa 4C	3	4	-25%	46	59
Alfa Stelvio	51	112	-54%	767	195
ALFA BRAND	89	136	-35%	1,281	670
500	15	15	0%	247	765
500L	1	1	0%	13	41
500X	2	3	-33%	71	836
Spider	30	11	173%	265	581
FIAT BRAND	48	30	60%	596	2,223
TOTAL FCA CANADA	14,669	17,211	-15%	200,600	230,344

***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 97th anniversary in 2022. 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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