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## **Chrysler Canada marks five years of year-over-year sales increases; November records for Jeep® and Ram brands, Chrysler 200**

- 20,922 vehicles sold; an increase of 9 per cent over November 2013
- 60 consecutive months – or five years - of year-over-year sales growth
- November sales record set for Jeep® and Ram brands
- November sales records for Chrysler 200, Jeep Cherokee and Wrangler, Ram pickups

December 1, 2014, Windsor, Ontario - Chrysler Canada today announced a milestone 60 consecutive months – or five years – of year-over-year sales growth, signifying the longest sales streak in the Company's history.

November 2014 sales increased 9 per cent to 20,922 units, as compared with 19,206 sold in November 2013. These results have contributed to Chrysler Canada's best sales, calendar-year-to-date, through 11 months and positioned the Company to have its best sales year in its 89 year history.

"With a broad portfolio of competitive and desirable vehicles, ranging from our Chrysler 200, to our iconic Jeep brand and Ram pickup trucks, our vehicles continue to gain momentum in the market as evidenced by our streak of five full years of monthly sales growth," said David Buckingham, Chief Operating Officer, Chrysler Canada.

### **Sales Highlights**

Built on a core of values for authenticity, passion, adventure and freedom, the Jeep® brand continues to grow its strong following in Canada. November sales for the brand were 5,887 units, an increase of 44 per cent versus November 2013. The Jeep Cherokee, the industry's most capable mid-size SUV, led the way with 2,122 units sold, up 65 per cent versus the same month one year ago. Simultaneously, the legendary Jeep Wrangler - famed for combining open air freedom with go-anywhere capability – also marked a November sales record with 1,674 vehicles sold, up 59 per cent versus the same period in 2013.

The Ram Truck brand also set an all-time November sales record in Canada. Sales of 7,239 units mark a 21 per cent increase over November 2013. Leading the charge was the multi-award winning Ram 1500, a light-duty pickup which has been earning the attention of consumers with its style, capability, value and class-exclusive features like an available 3.0-litre EcoDiesel V6 engine and four-corner air suspension. Ram pickups sales were 6,699 units for November 2014, a record for the month and an increase of 19 per cent versus November 2013.

Moving to passenger cars, the Chrysler 200 more than doubled its monthly sales when comparing November 2014 to November 2013. A record 1,136 units were sold, making an increase of 130 per cent. The all-new Chrysler 200 was re-invented inside and out to combine understated elegance, craftsmanship and state-of-the-art technology. Our newest entry is changing the game in the mid-size sedan segment by including a segment-first standard nine-speed automatic transmission, best-in-class V6 horsepower and an available all-wheel-drive system which automatically disconnects from the rear axle to save fuel.

### **Chrysler Canada - November Highlights**

<b>November</b>	<b>November 2014</b>	<b>November 2013</b>	<b>% Change</b>
Total Volume	20,922	19,206	<b>9%</b>

<b>Model Highlights</b>	<b>November 2014</b>	<b>November 2013</b>	<b>% Change</b>	
Ram Pickup	6,699	5,626	<b>19%</b>	Record November Sales
Jeep Wrangler	1,674	1,055	<b>59%</b>	Record November Sales
Chrysler 200 Sedan	1,136	494	<b>130%</b>	Record November Sales
Jeep Cherokee	2,122	1,285	<b>65%</b>	Record November Sales
Total Ram Brand	7,239	5,966	<b>21%</b>	Record November Sales
Total Jeep Brand	5,887	4,077	<b>44%</b>	Record November Sales

<b>CYTD Sales</b>	<b>November 2014</b>	<b>November 2013</b>	<b>% Change</b>
Total Volume	268,391	244,570	<b>10%</b>

<b>Model Highlights</b>	<b>November 2014</b>	<b>November 2013</b>	<b>% Change</b>	
Ram Pickup	78,356	73,353	<b>7%</b>	#2 selling vehicle in Canada
Dodge Grand Caravan	48,619	43,929	<b>11%</b>	#1 selling Minivan in Canada
Jeep Wrangler	21,661	17,747	<b>22%</b>	
Total Ram Brand	84,409	76,201	<b>11%</b>	
Total Jeep Brand	65,615	41,003	<b>60%</b>	

#### **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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