

FCA Canada Reports January 2017 Sales

February 1, 2017, Windsor, Ontario - FCA Canada today reported January 2017 sales of 18,443 vehicles, an increase of 2 per cent compared with sales in January 2016 of 18,068.

Retail sales represented 75 per cent of total sales, while fleet sales were 25 per cent. Retail sales were 13,862 units in January 2017, down slightly from January 2016. FCA Canada fleet sales were 4,581 units (up 12 per cent from January 2016).

Sales Highlights

Tremendous momentum continues to fuel the world famous Jeep® brand. In 2016, it set a fifth consecutive global record with sales exceeding 1 million units for the third consecutive year.

In Canada for January 2017, Jeep sales were up 5 per cent to 5,577 units (compared with 5,314 in January 2016). Leading the way was Canada's most capable small SUV, the Jeep Renegade, with month-over-month sales up 49 per cent. Further on the Jeep front, both Cherokee and the iconic Wrangler continued to resonate with Canadians, posting sales increases of 8 and 15 per cent, respectively.

For the Chrysler brand, the full-size Chrysler 300 sedan saw sales rise 59 per cent in January 2017, versus the same period last year.

The Dodge brand saw total Canadian sales increase 11 per cent through January 2017, compared with the same month last year. The Canadian-made Dodge Challenger muscle coupe led the way with a sales increase of 199 per cent, versus January 2016. Dodge Durango sales were up a noteworthy 71 per cent in January 2017. A total of 523 examples of the "driver's SUV" were sold. Meanwhile, Dodge Journey continues to attract consumers as Canada's most affordable three-row, mid-size crossover. Journey sales were up 23 per cent in January 2017 to 1,388 units, an increase of 256 units over the same month last year.

Canada Sales Summary January 2017

| Model | Month Sales | | | CYTD Sales | | |
|-----------------------|--------------|--------------|-----------|--------------|--------------|-----------|
| | Curr Yr | Pr Yr | Change | Curr Yr | Pr Yr | Change |
| Compass | 74 | 163 | -55% | 74 | 163 | -55% |
| Patriot | 385 | 285 | 35% | 385 | 285 | 35% |
| Wrangler | 1,268 | 1,107 | 15% | 1,268 | 1,107 | 15% |
| Cherokee | 2,539 | 2,358 | 8% | 2,539 | 2,358 | 8% |
| Grand Cherokee | 929 | 1,144 | -19% | 929 | 1,144 | -19% |
| Renegade | 382 | 257 | 49% | 382 | 257 | 49% |
| JEEP BRAND | 5,577 | 5,314 | 5% | 5,577 | 5,314 | 5% |
| 200 | 647 | 334 | 94% | 647 | 334 | 94% |
| 300 | 210 | 132 | 59% | 210 | 132 | 59% |
| Town & Country | 4 | 555 | -99% | 4 | 555 | -99% |
| Pacifica | 207 | 0 | New | 207 | 0 | New |
| CHRYSLER BRAND | 1,068 | 1,021 | 5% | 1,068 | 1,021 | 5% |
| Dart | 179 | 113 | 58% | 179 | 113 | 58% |
| Charger | 199 | 202 | -1% | 199 | 202 | -1% |

| | | | | | | |
|------------------------------|---------------|---------------|--------------|---------------|---------------|--------------|
| Challenger | 236 | 79 | 199% | 236 | 79 | 199% |
| Viper | 0 | 2 | -100% | 0 | 2 | -100% |
| Journey | 1,388 | 1,132 | 23% | 1,388 | 1,132 | 23% |
| Caravan | 2,507 | 2,706 | -7% | 2,507 | 2,706 | -7% |
| Durango | 523 | 305 | 71% | 523 | 305 | 71% |
| DODGE BRAND | 5,032 | 4,539 | 11% | 5,032 | 4,539 | 11% |
| Ram P/U | 6,064 | 6,707 | -10% | 6,064 | 6,707 | -10% |
| ProMaster Van | 253 | 133 | 90% | 253 | 133 | 90% |
| ProMaster City | 96 | 257 | -63% | 96 | 257 | -63% |
| RAM BRAND | 6,413 | 7,097 | -10% | 6,413 | 7,097 | -10% |
| Alfa 4C | 0 | 2 | -100% | 0 | 2 | -100% |
| ALFA BRAND | 0 | 2 | -100% | 0 | 2 | -100% |
| 500 | 181 | 51 | 255% | 181 | 51 | 255% |
| 500L | 18 | 19 | -5% | 18 | 19 | -5% |
| 500X | 112 | 25 | 348% | 112 | 25 | 348% |
| Spider | 42 | 0 | New | 42 | 0 | New |
| FIAT BRAND | 353 | 95 | 272% | 353 | 95 | 272% |
| TOTAL FCA CANADA | 18,443 | 18,068 | 2% | 18,443 | 18,068 | 2% |
| Total Car & MPV | 4,430 | 4,195 | 6% | 4,430 | 4,195 | 6% |
| Total UV's | 7,600 | 6,776 | 12% | 7,600 | 6,776 | 12% |
| Total Truck & LCV | 6,413 | 7,097 | -10% | 6,413 | 7,097 | -10% |

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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