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FCA Canada Reports Second-best Start to a Calendar Year on Record; Record June Sales for Ram Brand

July 4, 2017, Windsor, Ontario - FCA Canada today marked the second best start to a sales year in the Company's 92-year history. A noteworthy 151,574 vehicles were sold through the first half of the year, led largely by the continued and growing popularity of trucks, SUVs and CUVs.

In part because of strong Ram brand sales – including a record June – this is only the second time in FCA Canada history that sales have exceeded 150,000 units by the mid-year point of a calendar year.

Overall, June 2017 FCA Canada sales were 26,926 units, down 7 per cent from June 2016. Retail sales were 19,159 units, down 5 per cent from the same month last year. FCA Canada fleet sales were 7,767 units (down 13 per cent from June 2016).

Sales Highlights

The Ram brand, offering Canada's longest-lasting line of pickup trucks, continues to be a key sales contributor. Overall, Ram brand set a strong June sales record with 11,935 units sold, an increase of 30 per cent as compared with the same month last year. Zooming in, Ram light- and heavy-duty pickups also marked a June sales record, with sales up 27 per cent, as compared with June 2016.

Ram brand grabbed headlines last week, introducing the new [2018 Ram Limited Tungsten Edition](#), which takes truck opulence to the highest level. Available in the third quarter of 2017, the new trim will be offered on the Ram 1500, Ram 2500 and Ram 3500. Ram Limited Tungsten Edition features ultra-premium "Natura Plus" Frost and Indigo-hued leather seats, the truck industry's first suede headliner and genuine wood trim on the interior, plus more.

The made-in-Canada Dodge Challenger also marked a successful June 2017, with sales up 21 per cent versus the same month last year. Momentum continues behind the Brampton, Ontario-built muscle coupe, with consumer interest in exciting models like the 707-horsepower SRT Hellcat, the ultimate street-to-strip car, 840-horsepower Dodge Challenger SRT Demon and – introduced just last week – the 2018 Dodge Challenger SRT Hellcat Widebody, a factory-production Hellcat with even more grip.

Sales Chart

FCA Canada Sales Summary June 2017

*Reflects New Methodology

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	520	612	-15%	2,055	2,861	-28%
Patriot	354	829	-57%	2,172	4,660	-53%
Wrangler	1,971	2,252	-12%	8,259	10,467	-21%
Cherokee	1,626	3,115	-48%	11,196	16,691	-33%
Grand Cherokee	1,080	1,252	-14%	8,825	8,706	1%
Renegade	323	296	9%	1,968	2,353	-16%
JEEP BRAND	5,874	8,356	-30%	34,475	45,738	-25%
200	8	1,007	-99%	2,707	3,975	-32%
300	587	232	153%	3,235	2,780	16%
Town & Country	0	169	-100%	5	2,709	-100%
Pacifica	531	114	New	3,350	251	New

CHRYSLER BRAND	1,126	1,522	-26%	9,297	9,715	-4%
Dart	2	87	-98%	520	842	-38%
Charger	658	296	122%	3,743	2,410	55%
Challenger	444	366	21%	2,269	2,043	11%
Viper	3	5	-40%	30	41	-27%
Journey	820	1,763	-53%	7,834	8,123	-4%
Caravan	4,966	6,504	-24%	26,394	27,960	-6%
Durango	907	785	16%	3,940	3,857	2%
DODGE BRAND	7,800	9,806	-20%	44,730	45,276	-1%
Ram P/U	11,248	8,855	27%	57,923	49,777	16%
ProMaster Van	603	246	145%	2,400	1,435	67%
ProMaster City	84	106	-21%	668	1,012	-34%
RAM BRAND	11,935	9,207	30%	60,991	52,224	17%
Giulia	77	0	New	186	0	New
Alfa 4C	7	4	75%	36	49	-27%
ALFA BRAND	84	4	2000%	222	49	353%
500	13	80	-84%	606	528	15%
500L	4	22	-82%	32	186	-83%
500X	13	86	-85%	786	500	57%
Spider	77	0	New	435	0	New
FIAT BRAND	107	188	-43%	1,859	1,214	53%
TOTAL FCA CANADA	26,926	29,083	-7%	151,574	154,216	-2%
Total Car & MPV	7,958	9,182	-13%	47,105	46,184	2%
Total UV's	7,614	10,990	-31%	47,035	58,218	-19%
Total Truck & LCV	11,935	9,207	30%	60,991	52,224	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 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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