

## **FCA US Reports 2018 December and Full-Year Sales**

- FCA US reports highest calendar year of retail sales in 17 years
- Jeep® brand sets full-year record as sales climb 17 percent
- Ram brand notches full-year record as sales climb 7 percent
- Dodge Challenger reports full-year record

January 3, 2019, Auburn Hills, Mich. - FCA US LLC today reported December U.S. sales of 196,520 vehicles, a 14 percent increase compared with sales of 171,946 vehicles in December 2017.

Retail sales for the month rose slightly to 151,077 vehicles. Fleet sales totaled 45,443 vehicles and accounted for 23 percent of total sales during the month.

The Jeep® Wrangler was the standout for the month and the year. Wrangler notched record December sales of 19,800 vehicles and full-year sales of 240,032. The results significantly exceeded the former full-year sales record of 202,266 set in 2015.

For the year, U.S. retail sales were 1,760,488, marking the highest level since 2001 when sales reached 1,833,186 vehicles. Total U.S. sales rose 9 percent to 2,235,204 compared with 2,059,376 vehicles for 2017. Fleet sales accounted for 21 percent of the company's overall sales in 2018.

"This year's performance underscores the efforts we undertook to realign our production to give U.S. consumers more Jeep vehicles and Ram pickup trucks," Head of U.S. Sales Reid Bigland said. "We see sales remaining solid in 2019 and we look forward to expanding our vehicle portfolio with the addition of the much anticipated Jeep Gladiator."

### **Jeep Brand**

Jeep brand sales rose 10 percent to 80,449 vehicles in December. For the year, sales increased 17 percent to a record 973,227 vehicles, eclipsing the last record of 926,376 vehicles in 2016.

The Jeep Cherokee and Jeep Compass joined the Wrangler in setting new records for December and the year. Cherokee sales rose 7 percent to 20,800 vehicles. For the year, sales were 239,437 vehicles. Compass sales rose 46 percent to 12,745 in December. For the year, sales were 171,167, which beat the previous record of 94,601 set in 2016.

### **Ram Brand**

Ram brand sales rose 37 percent in December to 68,195 vehicles. For the year, sales hit a new record of 597,368 vehicles. The Ram 1500 – the Most Awarded Full-size Truck – drove the performance as total sales climbed 15 percent to 377,286 vehicles for a new record. Ram ProMaster and ProMaster City reported the best December ever. ProMaster sales rose 75 percent to 5,857 vehicles while ProMaster City sales increased 35 percent to 2,183 vehicles.

### **Dodge Brand**

Dodge brand December sales rose 17 percent to 32,528 vehicles. For the year, Challenger sales rose 3 percent to 66,716 which is a new record for the nameplate. The previous record was 66,377 in 2015.

### **Alfa Romeo Brand**

Alfa Romeo brand December sales fell 4 percent to 1,946 vehicles. Alfa Romeo's 2018 annual sales rose to a record 23,820, which was almost twice as much as the brand sold in 2017. Both Stelvio and Giulia finished the year notching

more than 11,500 vehicle sales.

### **Chrysler Brand**

Chrysler brand December sales fell 28 percent to 12,425 vehicles. However, the Pacifica reported higher year-over-year results as vehicle sales totaled 118,322. Overall, the brand has seen some softening during the year following the continued wind-down of the Chrysler 200 and the Town & Country.

### **FIAT Brand**

Fiat December sales declined 44 percent to 977 vehicles in December. Fiat finished the year with 15,521 vehicle sales.

**Method of Determining FCA US LLC's Monthly Sales.** FCA US's reported vehicle sales represent unit sales of vehicles to retail customers, deliveries of vehicles to fleet customers and to others such as FCA US's employees and retirees as well as vehicles used for marketing. Most of these reported sales reflect retail sales made by dealers out of their own inventory of vehicles previously purchased by them from FCA US. Reported vehicle units sales do not correspond to FCA US's reported revenues, which are based on FCA US's sale and delivery of vehicles, and typically recognized upon shipment to the dealer or end customer. As announced on July 26, 2016, FCA US has modified its methodology for monthly sales reporting as follows:

- Sales to retail customers by dealers in the U.S. are derived from the New Vehicle Delivery Report ("NVDR") system and are determined as the sum of (A) all sales recorded by dealers during the month net of all unwound transactions recorded to the end of that month (whether the original sale was recorded in the current month or any prior month); plus (B) all sales of vehicles during that month attributable to past unwinds that had previously been reversed in determining monthly sales (in the current or prior months).
- Fleet sales are recorded upon the shipment of the vehicle by FCA US to the customer or end user.
- Other retail sales are recorded either (A) when the sale is recorded in the NVDR system (for sales by dealers in Puerto Rico and limited sales made through distributors that submit NVDRs in the same manner as for sales by U.S. dealers) or (B) upon receipt of a similar delivery notification (for vehicles for which NVDRs are not entered such as vehicles for FCA employees).

### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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