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FCA US Reports First-quarter 2021 U.S. Sales

- First-quarter retail sales rise 25%
- Jeep® Wrangler posts best ever first-quarter retail sales
- Ram brand reports best month of retail sales ever in March
- Alfa Romeo first-quarter total sales rise 25%
- Chrysler brand first-quarter total sales increase 32%
- Dodge muscle cars' retail sales up 29% year over year
- Dodge Durango retail sales up 61%

April 1, 2021, Auburn Hills, Mich. - FCA US LLC reported a 5% increase in first-quarter U.S. total sales, driven by strong retail demand. For the quarter, U.S. sales were 469,651 vehicles, compared with 446,768 for the same period a year earlier. Retail sales rose 25% compared with the first quarter of 2020. Focus on growing the commercial fleet business continues to pay dividends with fleet commercial sales up 24% compared with the first quarter of 2020. Fleet accounted for 19% of total sales for the quarter.

"In spite of what started out as a strong start last year, before COVID shocked us all, this quarter was a very strong rebound for retail sales year over year," said U.S. Head of Sales Jeff Kommer. "The consumer demand for our brands and our products was extremely strong throughout the quarter." The Jeep® brand saw its iconic Wrangler post the best ever first-quarter retail sales, following the best ever fourth-quarter sales in 2020. Total Wrangler sales rose 25% to 49,646 vehicles. Jeep Gladiator followed suit. Following its best ever fourth-quarter sales in 2020, Gladiator posted its best ever first quarter with total sales of 18,822 vehicles, a 23% increase over the same period last year. Gladiator also had its best month of retail and total sales in March since launch.

This is an exciting time for the Jeep brand, with the new [2021 Jeep Wrangler Rubicon 392](#) and the all-new [2021 Wrangler 4xe](#) plug-in hybrid arriving in dealerships soon. In the second quarter, the [Grand Cherokee L](#) will make its debut in dealership showrooms. Customers can also look forward to the all-new [2022 Wagoneer and Grand Wagoneer](#) arriving in the large SUV segment as a premium extension of the brand.

Ram recorded its best ever first-quarter retail sales. In March, the Ram brand also posted its best ever monthly retail sales. Overall, Ram retail sales rose 28% in the quarter based on strong consumer demand for trucks.

For the first quarter, the Alfa Romeo brand posted a 25% gain in total sales compared with the same period last year, with sales of the Stelvio SUV increasing by 34% and the Giulia sedan by 17%. These results follow 2020 in which the Alfa Romeo brand grew both volume and market share.

Total first-quarter sales of the Chrysler brand increased 32% to 39,737 vehicles, led by the Chrysler Pacifica – America's most capable minivan. First-quarter retail sales of Pacifica increased 57%, compared to the first quarter of 2020.

Coming off a strong 2020, Dodge Challenger and Charger continue the trend in the first quarter, with retail sales of the muscle cars up 29% year over year. The new 2021 Dodge Durango, the ultimate "no-compromise" SUV, continues to raise the bar, adding to the brand's success both on the road and in the showroom, turning in a 61% increase in first-quarter retail sales. The top purchase reasons for Dodge vehicles are overall exterior styling, being "fun to drive" and overall power and acceleration, and Kelley Blue Book is recognizing America's performance brand

by naming Dodge the Best Car Styling Brand in the [2021 Brand Image Awards](#) for the third year in a row.

See the attached table for the breakdown of brand and nameplate sales.

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). For the methodology of determining FCA US LLC monthly sales [click here](#).

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