

FCA Canada Reports First-quarter 2021 Sales Results

- Retail sales up 28%
- Total sales up 4%
- Strong sales results for Jeep®, Ram, Chrysler and Alfa Romeo brands

April 1, 2021, Windsor, Ontario - FCA Canada today reported first-quarter 2021 total sales of 46,077 vehicles, an increase of 4% from 44,140 sold in Q1 2020. For the calendar year, retail sales are up 28% versus this time last year.

“As the new sales year opened, our dealerships nationwide remained focused on customer care, safety and enhanced sales and service convenience, as evidenced by a double-digit boost in retail sales,” said David Buckingham, President and CEO, FCA Canada. “Jeep® and Ram brand vehicles led the way for Canadian consumer interest. Jeep will continue to be a driving force throughout the year, with the arrival of several new models, including the brand’s first plug-in hybrid, Wrangler 4xe.”

For Q1 2021, Jeep brand total sales of 14,955 represent a 33% increase compared with the prior year. Jeep Cherokee, Gladiator and Wrangler saw sales increases of 80%, 64% and 23%, respectively. Looking specifically at Jeep brand retail sales, there was an increase of 49% for the quarter.

The all-new [Jeep Wrangler 4xe](#), the brand’s first plug-in hybrid, as well as [Jeep Grand Cherokee L](#), will arrive in dealerships in the second quarter. In the second half of 2021, the all-new [2022 Wagoneer and Grand Wagoneer](#) will arrive in the large SUV segment as a premium extension of the Jeep brand.

Ram brand started 2021 strong with total sales up 8% for the quarter with 22,110 trucks sold, compared with 20,530 sold in the same timeframe of 2020. Looking specifically at Ram pickup trucks, there was an 11% increase in sales with 21,367 trucks sold, compared with 19,179 sold in Q1 of the prior year. In terms of retail sales, Ram brand sales were up 13% from the same time in 2020.

Ram 1500 was awarded [Best Full-size Pickup Truck in Canada for 2021](#) by the Automobile Journalists Association of Canada (AJAC) and Ram 1500 was the only pickup to earn a [2021 IIHS Top Safety Pick](#) rating.

Chrysler brand sales were up 170% in Q1 with 2,360 vehicles sold compared with the prior year.

Alfa Romeo brand sales of 173 vehicles, represent a 50% increase compared with Q1 results from the prior year.

Canada Sales Summary JANUARY-MARCH 2021

Model	Q1 Sales			CYTD Sales		
	Curr Yr	Pr Yr	Vol % Change	Curr Yr	Pr Yr	Vol % Change
Compass	1,659	989	68%	1,659	989	68%
Patriot	0	0	NA	0	0	NA
Wrangler	4,519	3,677	23%	4,519	3,677	23%
Gladiator	1,189	723	64%	1,189	723	64%
Cherokee	3,048	1,689	80%	3,048	1,689	80%
Grand Cherokee	4,519	4,087	11%	4,519	4,087	11%
Renegade	21	85	-75%	21	85	-75%
JEEP BRAND	14,955	11,250	33%	14,955	11,250	33%

300	245	200	23%	245	200	23%
Pacifica	1,434	674	113%	1,434	674	113%
Chrysler Grand Caravan	681	0	NEW	681	0	NEW
CHRYSLER BRAND	2,360	874	170%	2,360	874	170%
Charger	633	499	27%	633	499	27%
Challenger	417	283	47%	417	283	47%
Viper	0	0	NA	0	0	NA
Journey	58	102	-43%	58	102	-43%
Caravan	3,396	8,408	-60%	3,396	8,408	-60%
Durango	1,943	2,015	-4%	1,943	2,015	-4%
DODGE BRAND	6,447	11,307	-43%	6,447	11,307	-43%
Ram P/U	21,367	19,179	11%	21,367	19,179	11%
ProMaster Van	677	1,267	-47%	677	1,267	-47%
ProMaster City	66	84	-21%	66	84	-21%
RAM BRAND	22,110	20,530	8%	22,110	20,530	8%
Giulia	39	38	3%	39	38	3%
Alfa 4C	2	5	-60%	2	5	-60%
Alfa Stelvio	132	72	83%	132	72	83%
ALFA BRAND	173	115	50%	173	115	50%
500	1	12	-92%	1	12	-92%
500L	0	5	-100%	0	5	-100%
500X	5	16	-69%	5	16	-69%
Spider	26	31	-16%	26	31	-16%
FIAT BRAND	32	64	-50%	32	64	-50%
TOTAL FCA CANADA	46,077	44,140	4%	46,077	44,140	4%

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.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>