

FCA Canada Reports First-quarter 2024 Sales Results

- Quarterly sales increases for Jeep® Compass, Jeep Gladiator and Jeep Wagoneer
- Overall PHEV sales improve 12% for the quarter, marked by increases for both Jeep Grand Cherokee 4xe and Jeep Wrangler 4xe
- Alfa Romeo brand records first-quarter 2024 increase, thanks to all-new Tonale compact utility vehicle, available as a plug-in hybrid (PHEV)
- Ram heavy-duty truck, the no-compromise benchmark, sales improved 4%
- Canada's lowest 2024 MSRP all-electric vehicle, the 2024 Fiat 500e, arrives in Quebec and B.C. dealerships in second quarter

April 3, 2024, Windsor, Ontario - Demand for plug-in hybrid electric vehicles highlights the first-quarter 2024 sales for FCA Canada, with overall PHEV sales growing 12%. For the quarter, the company is reporting total sales of 32,197 vehicles, a decline of 20% from the prior year.

"We are coming off a quarter of making headlines, where the made-in-Canada, all-electric 2024 Dodge Charger Daytona muscle car was revealed, and our first BEVs, the 2024 Fiat 500e, are in transit to customers," said Jeff Hines, president - Canada, Stellantis. "Elements of the Dare Forward 2030 strategic plan are coming to market, and our dealer network is excited to show Canadian customers what's new and what's next."

For Q1 2024, Jeep® brand sales are highlighted by increases on the bookends of its 4x4 lineup for both [Jeep Compass](#) (up 106%) and [Jeep Wagoneer](#) (up 26%). Also marking growth is [Jeep Gladiator](#), up 12%. The midsize pickup offers unmatched off-road capability, towing and hauling, plus receives several enhancements for 2024, including a standard 12.3-inch touchscreen and first- and second-row side-curtain airbags.

Both of Jeep brand's plug-in hybrid electric vehicles marked quarterly increases, with [Jeep Grand Cherokee 4xe](#) sales rising 7% and sales of the segment-exclusive [Jeep Wrangler 4xe](#) increasing 18%. For FCA Canada, overall sales of PHEVs across all brands rose 12% for Q1 2024.

Alfa Romeo continues to mark increases on the strength of the [all-new Tonale CUV](#) (compact utility vehicle). Available as a PHEV with an electric range of 53 kilometres, Tonale represents the beginning of a transformation to greater electrification, while staying true to the performance characteristics of the brand. Alfa Romeo sales increased 32% for the quarter.

Dodge brand's first electrified performance vehicle, the [all-new Dodge Hornet](#) CUV, continues to make inroads, with 408 examples sold in the first quarter, including the PHEV variant. Last month, Dodge brand delivered the world's first and only electric muscle car, announcing the all-new Dodge Charger multi-energy lineup. To be made in Canada at the Windsor Assembly Plant, the all-electric [2024 Dodge Charger Daytona](#) is expected to retain its title as the world's quickest and most powerful muscle car. The future Charger lineup will also offer two internal-combustion engine options, powered by the 3.0L Twin Turbo I-6 Hurricane engine.

The FIAT brand is set for an exciting year, with the all-new [2024 500e BEV](#) arriving soon in dealerships. Initially offered in B.C. and Quebec, the all-electric city car delivers a range of 227 kilometres and starts at \$42,190 (\$39,995 MSRP plus additional fees). The Fiat 500e is Canada's lowest 2024 MSRP all-electric vehicle and is eligible for up to \$5,000 in federal and up to \$7,000 in provincial EV rebates.

[Ram Heavy Duty](#) is the no-compromise benchmark for durability, extreme performance, comfort, luxury materials,

innovation and technology, extending well past any competitive offering. In Q1 2024, Ram Heavy Duty sales increased 4%. Ram brand continues to both refine and electrify its light-duty truck offerings. The coming all-new, [all-electric 2025 Ram 1500 REV](#) will offer an unsurpassed 800 kilometres of range. The coming [2025 Ram 1500 Ramcharger](#) will deliver innovative performance with a 92-kWh battery pack, paired with a 3.6-litre V-6 engine on-board generator, sending power to front and rear Electric Drive Modules (EDMs) for the industry's best combination of range, towing and payload.

Sales Chart:

Model	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change
Compass	2,198	1,069	106%
Patriot	0	0	N/A
Wrangler	3,663	5,010	-27%
Gladiator	688	612	12%
Cherokee	466	1,258	-63%
Grand Cherokee	292	439	-33%
Grand Cherokee L	2,998	3,528	-15%
Grand Wagoneer	153	160	-4%
Wagoneer	523	414	26%
Renegade	35	61	-43%
JEEP BRAND	11,016	12,551	-12%
300	131	301	-56%
Pacifica	782	1,300	-40%
Chrysler Grand Caravan	609	601	1%
CHRYSLER BRAND	1,522	2,202	-31%
Charger	340	715	-52%
Challenger	782	448	75%
Viper	0	0	N/A
Hornet	219	4	5375%
Hornet PHEV	189	0	N/A
Caravan	0	-1	-100%
Durango	1,458	2,260	-35%
DODGE BRAND	2,988	3,426	-13%
Ram P/U	15,960	20,125	-21%
ProMaster Van	484	1,393	-65%
ProMaster City	1	204	-100%
RAM BRAND	16,445	21,722	-24%
Giulia	33	44	-25%
Alfa Stelvio	75	123	-39%
Alfa Tonale	35	0	N/A
Alfa Tonale PHEV	77	0	N/A
ALFA BRAND	220	167	32%
500	0	0	#DIV/0!
500X	6	5	20%
FIAT BRAND	6	5	20%
TOTAL FCA CANADA	32,197	40,073	-20%

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of

becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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