

## FCA Canada Inc. Reports March Sales Increase

- 64 consecutive months of year-over-year sales growth – longest growth streak in Company's history
- 25,060 vehicles sold; an increase of 2 per cent over March 2014 sales
- March sales records set for Ram Truck and Jeep Cherokee
- March sales records set for Jeep brand
- All-time record set for Ram brand

April 1, 2015, Windsor, Ontario - FCA Canada Inc. today announced its 64th consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. March 2015 sales were 25,060 compared with 24,649 in March 2014, which represents a 2 per cent increase.

"The Ram brand continues to be one of the key determinants in our sales growth," said Dave Buckingham, Chief Operating Officer, FCA Canada. "In fact, March marked an all-time sales high for the brand with over 10,000 units sold."

### Sales Highlights:

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. Jeep brand sales were up 13 per cent, with 5,735 units sold, compared with 5,081 sold in March 2014, marking a monthly sales record. The Jeep brand has set a sales record in each month dating back to February 2014.

Of all Jeep vehicles sold, Cherokee remains the best-selling in Canada calendar-year-to-date. For the month of March, 2,173 Jeep Cherokee copies were sold, marking an increase of 53 per cent over 1,416 sold in March 2014. These results represent a monthly sales record. The 2015 Jeep Cherokee competes in the mid-size SUV segment, the largest SUV segment in North America, with roughly 2.4 million sales in 2014.

March 2015 represented the 28th consecutive month of year-over-year sales growth for the Ram brand with 10,008 sales, marking an increase of 24 per cent over 8,075 units sold in March 2014. These results represent an all-time sales record for the brand. Looking specifically at Ram pickup truck sales within the full Ram brand line-up, there were 8,749 sold in March 2015, compared with 7,544 trucks sold in March 2014. These results represent a 16 per cent increase and mark a March sales record.

Ram ProMaster City experienced its first full month of sales in Canada in March, with 371 copies sold. The tough and city-friendly 2015 Ram ProMaster City is the brand's newest addition to its commercial vehicle lineup. Offered in cargo and five-seat passenger wagon configurations, it takes advantage of Fiat Chrysler Automobiles' extensive global capabilities and product portfolio. The Ram ProMaster City is a world-class van designed and engineered to tackle big jobs with best-in-class cargo area, payload capacity and standard fuel economy. It does so while delivering versatile functionality, durability and superior ride and handling.

### Sales Charts:

March	March 2015	March 2014	% Change	
Total Volume	25,060	24,649	2%	
<b>Model Highlights</b>	<b>March 2015</b>	<b>March 2014</b>	<b>% Change</b>	
Ram Pickup	8,749	7,544	16%	Record March Sales

Jeep Cherokee	2,173	1,416	<b>53%</b>	Record March Sales
Chrysler 200	1,140	661	<b>72%</b>	
Total Ram Brand	10,008	8,075	<b>24%</b>	All Time Record Sales
Total Jeep Brand	5,735	5,081	<b>13%</b>	Record March Sales

<b>CYTD Sales</b>	<b>March 2015</b>	<b>March 2014</b>	<b>% Change</b>	
Total Volume	61,825	60,869	<b>2%</b>	

<b>Model Highlights</b>	<b>March 2015</b>	<b>March 2014</b>	<b>% Change</b>	
Ram Pickup	20,204	18,367	<b>10%</b>	#2 selling vehicle in Canada
Jeep Cherokee	5,050	4,084	<b>24%</b>	
Chrysler 200	2,373	1,846	<b>29%</b>	
Total Ram Brand	22,819	19,768	<b>15%</b>	
Total Jeep Brand	14,020	12,800	<b>10%</b>	

#### **About FCA Canada Inc:**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 90th anniversary in 2015. FCA Canada is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is 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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