

FCA Canada Inc. Continues to Be Number One Seller of Vehicles in 2015

- FCA Canada Inc. reports best April sales since 1989
- 27,473 vehicles sold; an increase of 1 per cent over April 2014 sales
- April sales records set for Jeep brand and Jeep Cherokee
- Passenger car sales soar 51 per cent

May 1, 2015, Windsor, Ontario - FCA Canada Inc. today announced its best April sales month in over a quarter of a century. April 2015 sales were 27,473 compared with 27,212 in April 2014, which represents a 1 per cent increase. For the year, FCA Canada remains the number one selling car company in the country.

“Jeep brand sales posted another all-time sales record in April, so it’s clear that Canadian consumers are enthusiastic over what the Jeep brand offers them,” said Dave Buckingham, Chief Operating Officer, FCA Canada. “New product, new powertrains and legendary off-road capability were key factors in making Jeep the fastest-growing brand in Canada in 2014.”

Sales Highlights

Passenger car sales were up 51 per cent in April 2015 with 4,515 vehicles sold, compared with 2,983 sold in April 2014. Most notably, there were 1,761 sales of the Chrysler 200 in April 2015, marking an increase of 235 per cent over 525 vehicles sold in April 2014. Chrysler 200 is the most affordable mid-size car in Canada with best-in class horsepower, a class-exclusive 9-speed automatic transmission and the most technically advanced all-wheel-drive system in its class.

The Brampton-built trio of Chrysler 300, Dodge Charger and Dodge Challenger each experienced strong year-over-year sales increases in April. The Chrysler 300 is Canada’s number one selling full-size car. It was recently named a *Ward’s* 10 Best Interiors winner for 2015 and achieved a 59 per cent increase in sales with 884 vehicles sold in April 2015, compared with 555 sold in the same month last year. Seven hundred eighty-three Dodge Charger sedans were sold in April 2015, marking a 239 per cent increase over April 2014 sales results, when there were 231 vehicles sold. Dodge Challenger sales were 185 per cent higher in April 2015 with 488 sales recorded for the month, compared with 171 sold in April 2014.

Jeep brand sales were up 22 percent with 7,486 units sold, marking an April sales record. The Jeep brand, which attracts a primarily fun-loving, free-spirited customer, has set a sales record in each month dating back to February 2014. Leading the pack in sales this month for the Jeep brand is Jeep Cherokee. For the month of April, 2,720 Jeep Cherokee copies were sold, marking an increase of 60 per cent over 1,701 sold in April 2014. These results also represent an all-time sales record.

Sales Chart

April	April 2015	April 2014	% Change
Total Volume	27,473	27,212	1%

Model Highlights	April 2015	April 2014	% Change	
Jeep Cherokee	2,720	1,701	60%	All Time Record Sales
Jeep Wrangler	2,378	2,305	3%	Record April Sales
Chrysler 200	1,761	525	235%	
Brampton Built*	2,155	957	125%	
Total Jeep Brand	7,486	6,145	22%	Record April Sales

*Chrysler 300, Dodge
Charger, Dodge
Challenger

CYTD Sales	April 2015	April 2014	% Change
Total Volume	89,298	88,081	1%

Model Highlights	April 2015	April 2014	% Change	
Ram Pickup	28,154	26,513	6%	#2 selling vehicle in Canada
Jeep Cherokee	7,770	5,785	34%	
Chrysler 200	4,134	2,371	74%	
Total Ram Brand	31,141	28,425	10%	
Total Jeep Brand	21,506	18,945	14%	

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.

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