

## **FCA México Reports April 2015 Sales Increase 16 Percent**

- FCA México records 7,474 vehicles sold, an increase of 16 percent over April 2014
- Alfa Romeo brand sales grew 88 percent, best April since its launch
- Chrysler brand posted a 36 percent improvement
- Dodge sales were up 15 percent
- Fiat brand reported a 7 percent gain
- Mitsubishi Motors México marks 10 consecutive double-digit monthly sales increases, best April since 2009
- Ram brand sales rose 56 percent, best April since 2010

April 30, 2015, Mexico City - Total month sales of FCA México were of 7,474 units in April, a 16 percent sales increase compared with April 2014.

"Last month the Saltillo Assembly Plant celebrated its 20th anniversary," said Bruno Cattori, President and CEO of FCA México. "In this plant, Ram Truck brand products are manufactured and sold all around the world with excellent quality standards. Based on this, we decided to make an advertising campaign called 'Values,' where we recognize the integrity, perseverance and tenacity of Mexican labor. Also, the Ram brand saw one of the largest sales increases versus last year.

"Besides the advertising campaign, we launched the new Alfa Romeo Giulietta with the automatic transmission. This new version has had great acceptance, as well as the new Fiat 500L, which continues posting great numbers," Cattori said.

### **Alfa Romeo Brand**

Alfa Romeo brand sales grew 88 percent with 15 units sold. It was the brand's best April since its launch, due to the recently launched Alfa Romeo Giulietta with an automatic transmission. It offers the best combination of performance and fuel efficiency, delivering 0-100 km/h in the low six-second range.

### **Chrysler Brand**

The Chrysler brand recorded sales of 281 units, a 36 percent increase over April 2014. The Chrysler 200 had its best April ever. The Rocky Mountain Automotive Press Association named it "Car of the Year."

Sales of the Chrysler 300 gained 67 percent versus a year ago, making it the best April for the sedan since 2011. The new Chrysler 300 has already arrived at our dealerships. This vehicle offers more than 80 available safety and security features, including new full-speed Forward Collision Warning-Plus and Adaptive Cruise Control-Plus with Full Stop. The new Chrysler 300 offers two engine options, the 3.6-liter Pentastar V-6 and the reintroduced 5.7-liter HEMI® V-8. This vehicle was part of *WardsAuto's* "10 Best Interiors List for 2015."

### **Dodge Brand**

Momentum for the Dodge brand remains strong with 2,310 units sold in April, a 15 percent increase from April 2014. The Dodge Attitude claims the top spot with 1,235 units sold, its best April since 2006. Sales of the Dodge Challenger increased 2 percent over April 2014. The Dodge Journey had another solid month with sales of 752 units.

### **FIAT Brand**

The FIAT brand experienced a strong month by posting sales of 626 units during April, a 7 percent increase from the same month a year ago. The popular Fiat 500 sold 293 units while the new Fiat 500L continues to pick up sales pace

as the vehicle continues to arrive at dealers nationwide.

### **Jeep® Brand**

The Jeep brand delivered strong sales with 1,481 units sold during April. The flagship of the brand, the Jeep Wrangler, continues to be a strong market performer with sales of 246 units, an increase of 22 percent over April 2014 and its best April since its launch.

### **Mitsubishi Motors**

Mitsubishi Motors México posted another positive month on sales, with April marking 10 consecutive double-digit monthly gains and being the best April since 2009. Mitsubishi Motors México reported 1,164 units sold in April, a 56 percent sales increase. Brand results were driven by the new and well-received Mitsubishi Mirage with 479 units. Mitsubishi products continue their momentum as the Mitsubishi Lancer and Mitsubishi Outlander sold 193 and 123 units, respectively.

The new 2016 Mitsubishi Outlander debut at the New York International Auto Show became a global milestone for Mitsubishi Motors in April. The 2016 Outlander showcases Mitsubishi's new design language for the first time on a production vehicle, featuring more than 100 engineering and design improvements. This product will be available in Mexico in the last quarter of 2015.

### **Ram Truck Brand**

Total unit sales for the Ram brand were 1,597, a 56 percent gain from April 2014. The brand has attributes that make it special, such as load capacity, versatility and highest quality standards. Sales of the Ram 4000 totaled 268 in April.

In April, the [Saltillo Assembly Plant](#) celebrated its 20th anniversary. The plant builds the Ram 1500, Ram 2500/3500, Ram Mega Cab, Ram 3500 Chassis Cab, Ram 4500/5500, Ram 4000 and Ram ProMaster. All of them have multi-awarded engines and are recognized worldwide.

### **About FCA México**

FCA México, S.A. de C.V. is a Mexican automaker with a new name and a long history. Headquartered in Santa Fe, FCA México is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA México manufactures and sells vehicles under the Alfa Romeo, Chrysler, Dodge, Fiat, Jeep®, Mopar, Ram, SRT and Mitsubishi brands. FCA México is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925, and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli.

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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