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## Jeep® Brand Records Fourth Consecutive Global Sales Record

- Jeep® global vehicle sales increase 22 percent in 2015 to highest total in brand's 75-year history: 1,237,583 units
- 2015 Jeep global sales total surpasses 2014's previous record of 1,017,019 units
- U.S. sales increase 25 percent to a record 865,028 units
- Sixth consecutive year of Jeep sales increases globally and in U.S.
- Jeep Wrangler, Cherokee and Patriot record best-ever global annual sales
- Wrangler, Cherokee, Compass and Patriot achieve best U.S. annual sales
- December marked the Jeep brand's best monthly sales ever, globally (127,879 units, up 32 percent) and in the U.S. (89,654 units, up 42 percent)
- Sales of every Jeep vehicle improved in U.S. in 2015
- Sales of Jeep vehicles increased 56 percent in the Europe, Middle East & Africa region and 135 percent in Latin America in 2015

January 5, 2016, Auburn Hills, Mich. - The Jeep® brand recorded sales of more than 1.2 million units worldwide in 2015 – the highest total in its 75-year history – setting a global sales record for the fourth consecutive year. Sales of 1,237,583 Jeep vehicles improved upon the brand's 2014 global record of 1,017,019 by 22 percent. In the U.S., sales of 865,028 units bettered the 2014 total of 692,348 units by 25 percent.

"2015 marked the second consecutive year of more than 1 million Jeep vehicle sales across the globe, the sixth straight year of Jeep sales increasing globally and in the U.S., and the highest total in the brand's 75-year history," said Mike Manley, Head of Jeep Brand – FCA Global. "While we introduced the all-new Renegade, which is delighting consumers across the globe, we're especially pleased that several Jeep vehicles recorded best-ever annual sales, both globally and in the U.S.

"In 2015, we began local manufacturing in Brazil and returned to local manufacturing in China after an absence of nearly a decade, further globalizing the Jeep brand," Manley added. "Now, in 2016, we look forward to celebrating the 75th Anniversary of Jeep, and continuing to deliver a full lineup of class-leading capable and efficient SUVs."

Jeep 2015 sales rose 56 percent in the Europe, Middle East & Africa region and 135 percent in Latin America.

December marked the highest monthly sales ever for the Jeep brand, both globally (127,879 units) and in the U.S. (89,654 units).

Jeep vehicle sales were led globally and in the U.S. in 2015 by Cherokee (295,081 global; 220,260 U.S.), Grand Cherokee (277,236 global, 195,958 U.S.), Wrangler (255,283 global; 202,702 U.S.), Renegade (158,351 global; 60,946 U.S.), Patriot (143,003 global; 118,464 U.S.) and Compass (108,626 global; 66,698 U.S.).

2015 marked the sixth consecutive year of increased Jeep sales, both globally and in the U.S. The previous five years saw increases of 39 percent global/41 percent U.S. (2014), 4 percent global/3 percent U.S. (2013), 19 percent global/13 percent U.S. (2012), 41 percent global/44 percent U.S. (2011), and 24 percent global/26 percent U.S. (2010).

## **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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