

FCA Canada Reports Best February Sales Since 2000

- 18,813 vehicles sold; an increase of 1 per cent over February 2015 sales
- February sales records set for Jeep and Ram brands, as well as Jeep® Wrangler, Jeep Cherokee and Ram pickup trucks

March 1, 2016, Windsor, Ontario - FCA Canada today reported a total of 18,813 vehicles sold in February 2016, representing a 1 per cent sales lift compared with February 2015 sales of 18,711. Jeep® and Ram brands continue to lead the growth with double digit year-over-year increases posted from both brands. FCA Canada remains the top selling automaker in the country through the first two months of the year.

“2016 is shaping up to be an exciting year. Jeep and Ram brands continued selling at record levels in February and with the recently announced new product launches of Chrysler Pacifica and Fiat 124 Spider, we’re well positioned for continued growth in the Canadian marketplace,” said Dave Buckingham, Chief Operating Officer, FCA Canada.

Sales Highlights

Jeep brand sales were up 34 per cent, with 5,724 units sold, compared with 4,282 sold in February 2015, marking an all-time February sales record. The sales leader for the brand was once again Jeep Cherokee, setting another monthly record with 2,322 units sold, compared with 1,474 in February 2015. Jeep sales will only get stronger when the new, more premium 2016 Jeep Cherokee Overland model, which made its Canadian premiere at the International Auto Show in Toronto recently, hits the marketplace, boasting an unmatched combination of luxury and capability.

Jeep Wrangler also set an all-time February record with 1,394 sales, compared with 1,241 sold in the same month, one year ago. For the sixth year in a row, the iconic Jeep Wrangler took the top spot in the Compact SUV category of the Canadian Black Book ‘Best Retained Value Awards’ and for the fifth year in a row, the Brampton, Ontario-built Dodge Challenger took top honours in the Sports Car category. New to the winner’s circle for 2016 was the Brampton-built Dodge Charger, which took the top spot in the Full-Sized Car class. These awards guide consumers who are looking for vehicles that hold their value best, thereby reducing the total cost of ownership, a critical purchasing consideration.

The Ram brand reported 7,550 sales last month, marking an increase of 20 per cent over 6,294 units sold in February 2015. These results represent a monthly sales record for the brand. Looking specifically at Ram pickup truck sales within the full Ram brand lineup, there were 6,784 sold in February 2016, compared with 5,645 in February 2015. These results represent a 20 per cent increase and mark a February sales record.

In the recent JD Power 2016 U.S. Vehicle Dependability StudySM, the Ram Truck brand moved up six spots to rank eighth amongst all automakers for vehicle dependability. The study is based on responses from 33,560 original owners of 2013 model-year vehicles after three years of ownership. The study was fielded from October through December 2015. The same model-year vehicle has been recognized for numerous prestigious awards, including Motor Trend Truck of the Year, Canadian Truck King, 2013 North American Truck of the Year and the Truck of Texas.

Sales Charts:

MONTH

February	February 2016	February 2015	% Change
Total Volume	18,813	18,711	1%

Model Highlights	February 2016	February 2015	% Change
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Ram Pick-up	6,784	5,645	20%	Record February Sales
Jeep Cherokee	2,322	1,474	58%	Record February Sales
Jeep Wrangler	1,394	1,241	12%	Record February Sales
Ram Brand	7,550	6,294	20%	Record February Sales
Jeep Brand	5,724	4,282	34%	Record February Sales

CYTD

CYTD Sales	February 2016	February 2015	% Change
Total Volume	36,969	36,765	1%

Model Highlights	February 2016	February 2015	% Change	
Ram Pickup	13,626	11,455	19%	#2 selling vehicle in Canada
Jeep Cherokee	4,750	2,877	65%	
Jeep Grand Cherokee	2,079	1,376	51%	
Ram Brand	14,773	12,811	15%	
Total Jeep Brand	11,076	8,285	34%	

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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