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FCA México Reports March 2016 Sales of 7,940 Units; Up 3 Percent

- Alfa Romeo recorded best March ever
- Dodge sales rose 16 percent versus March 2015
- Mitsubishi Motors Mexico sales improved 3 percent; best March since 2009
- Ram set sales record; best March since 2009
- Chrysler 300 sales grew 20 percent over March 2015
- The Fiat Uno recorded best March ever; up 29 percent versus March 2015
- Jeep® Wrangler posted best March sales ever

April 1, 2016, Mexico City - FCA México today reported sales of 7,940 units, up 3 percent versus March 2015.

“We continue to see strong sales in our pickup and small car segments," said Bruno Cattori, President & CEO of FCA México. "Our Ram 700 continues as the top leader of its division, showing that our products and services are suited to meet the evolving needs of consumers and are attracting new buyers to our brands.”

Alfa Romeo
Alfa Romeo brand reported its best March in its history with 25 units. Great handling, security and comfort are some features found in the Alfa Romeo MiTo and Giulietta. Sales of the all-new Alfa Romeo 4C continue to pick up pace as it continues to arrive at dealers nationwide.

Chrysler
Chrysler brand sold 200 units. The Chrysler 300 reported a sales increase of 20 percent versus March 2015. Last month, Kelley Blue Book named Chrysler the “Best Car Styling Brand” as part of its 2016 Kelley Blue Book Brand Image Awards.

Dodge
Dodge brand sales rose 16 percent versus 2015 with 2,505 units. Dodge brand sales were led by the strong sales of the Dodge Attitude, which rose 48 percent with 1,284 units sold. Dodge Charger posted the brand´s largest percentage sales increase for the month and set a sales record, best March since 2009. Dodge Vision and Dodge Durango improved 28 percent and 17 percent, respectively.

Last month, the Dodge Challenger received 2016 TrueCar Pre-Owned Value Award powered by ALG in the “Sportscar” segment.

FIAT
Sales for the Fiat brand totaled 691 units. The Fiat Uno set a sales record with best March ever. Fiat Palio sales grew 13 percent over March 2015. Fiat 500X and Fiat 500L posted significant sales in March 2016, while the Fiat Ducato sales improved 100 percent.

Last month, the Fiat 500X received Autotrader Must Test Drive Award.

Jeep®
The Jeep brand experienced a strong month by posting sales of 1,172 units. Jeep Wrangler sales improved 24 percent versus March 2015, best March in its history. Jeep Grand Cherokee performed well in March posting 356 units.

Mitsubishi Motors

Mitsubishi Motors Mexico reported 1,330 units sold during March, a 3 percent increase compared to March 2015. Mitsubishi Mirage extended its success story in Mexico with sales of 414 units, up 90 percent versus March 2015. Mitsubishi Outlander continued its winning streak in sales reaching 191 units sold, an increase of 47 percent over the same period last year. Mitsubishi Lancer sales rose 3 percent.

Ram

Ram brand continued its strong sales pace with 2,017 units sold, best March since 2009. Ram 700, which continues as the top leader of its segment, reported sales of 870 units. Ram ProMaster posted a double-digit percentage sales increase in March 2016.

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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