

FCA Canada Reports September 2016 Sales

October 3, 2016, Windsor, Ontario - FCA Canada today reported sales of 19,639 units, down 18 per cent compared with sales in September 2015 of 23,979 units. Through the year, total sales of 219,658 units are down 3 per cent compared with 226,491 sold during the same time period last year.

FCA Canada retail sales were 16,998 units in September, while fleet sales were 2,641 units. Retail sales represented 87 percent of total sales, while fleet sales were 13 percent.

Sales Highlights

Sales of the all-new Chrysler Pacifica are up 25 per cent with 501 minivans sold, compared with 401 sold the prior month. The Canadian-made, all-new 2017 Chrysler Pacifica continues to collect accolades. Last month, the Windsor, Ontario-built minivan earned a rating of [Top Safety Pick+](#) for 2016 from the Insurance Institute for Highway Safety (IIHS). The all-new Pacifica achieved a "good" rating – the highest possible score – in each of five tests used by IIHS to evaluate crashworthiness. While the all-new Pacifica achieved top scores for crashworthiness, the best safety features are those that help drivers avoid collisions. The Chrysler Pacifica's Automatic Emergency Braking (AEB) system earned a rating of "superior," the highest possible grade that IIHS awards for this technology. The Pacifica's system is called Forward Collision Warning-Plus. It features sensor-fusion technology, which combines the particular attributes of radar sensors and cameras for greater precision. The system only responds when camera and radar agree that a frontal impact appears imminent.

Dodge Challenger saw its sales increase 150 per cent to 200 units in September, compared with 80 cars sold in September 2015. Two new Dodge models will begin production this fall at the [Brampton Assembly Plant](#). Premiered at the famed Woodward Dream Cruise in August, the new [2017 Dodge Challenger T/A and Charger Daytona](#) are two performance-upgraded models infused with heritage style.

For the month of September 2016, Jeep® Renegade posted the largest percentage increase of any Jeep brand model in September with 299 units sold, representing a 14 per cent increase from the same month in 2015. These results were followed by Jeep Grand Cherokee with 735 sales, representing an increase of 11 per cent for the month, compared with September 2015 results.

Looking at the Ram Truck brand, the largest increase came from Ram ProMaster City – the newest addition to the brand's commercial vehicle lineup and contributes to the expanding, purpose-built van segment with a number of best-in-class, functional elements tied directly to commercial customer demand. Ram ProMaster City sales were up 96 per cent in September 2016 with 188 sales, compared with 96 sold in September 2015.

Sales Chart

FCA CANADA Sales Summary September 2016

*Reflects New Methodology

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	149	206	-28%	3,409	2,603	31%
Patriot	584	541	8%	6,762	7,930	-15%
Wrangler	1,476	1,870	-21%	15,421	16,912	-9%
Cherokee	2,357	2,853	-17%	24,457	23,229	5%
Grand Cherokee	735	664	11%	11,864	8,626	38%
Renegade	299	263	14%	3,157	1,310	141%

JEEP BRAND	5,600	6,397	-12%	65,070	60,610	7%
200	305	652	-53%	5,693	9,080	-37%
300	64	98	-35%	3,133	3,490	-10%
Town & Country	23	738	-97%	2,863	7,438	-62%
Pacifica	501	0	New	1,425	0	New
CHRYSLER BRAND	893	1,488	-40%	13,114	20,008	-34%
Dart	94	194	-52%	1,132	2,538	-55%
Avenger	0	0		0	8	-100%
Charger	159	229	-31%	3,023	3,872	-22%
Challenger	200	80	150%	2,764	2,374	16%
Viper	0	3	-100%	46	102	-55%
Journey	1,199	1,941	-38%	12,759	19,112	-33%
Caravan	3,942	4,021	-2%	40,652	34,549	18%
Durango	395	140	182%	5,133	2,904	77%
DODGE BRAND	5,989	6,608	-9%	65,509	65,459	0%
Ram P/U	6,655	8,689	-23%	70,865	71,371	-1%
Cargo Van	0	4	-100%	0	834	-100%
ProMaster Van	144	210	-31%	1,875	1,951	-4%
ProMaster City	188	96	96%	1,348	1,408	-4%
RAM BRAND	6,987	8,999	-22%	74,088	75,564	-2%
Alfa 4C	1	10	-90%	71	77	-8%
ALFA BRAND	1	10	-90%	71	77	-8%
500	60	371	-84%	765	2,589	-70%
500L	8	36	-78%	236	1,742	-86%
500X	38	70	-46%	636	442	44%
Spider	63	0	New	169	0	New
FIAT BRAND	169	477	-65%	1,806	4,773	-62%
TOTAL FCA CANADA	19,639	23,979	-18%	219,658	226,491	-3%
Total Car & MPV	5,420	6,432	-16%	61,972	67,859	-9%
Total UV's	7,232	8,548	-15%	83,598	83,068	1%
Total Truck & LCV	6,987	8,999	-22%	74,088	75,564	-2%

Method of Determining Monthly Sales. Beginning with the July 2016 sales report, FCA Canada sales numbers have been calculated using a new sales reporting methodology, which is described in more detail in the explanatory note issued on September 1, 2016. Sales by dealers are derived from the New Vehicle Delivery Report, or NVDR system and reported upon the first sale reported in the NVDR system. Under the new reporting methodology, fleet sales are recorded as sales upon shipment by FCA Canada of the vehicle to the customer or end user.

*Following the September 1 announcement, FCA Canada performed a further detailed analysis of sales under the new methodology and has made adjustments in its reported Canadian sales for the periods presented in that announcement. Those revisions, which in aggregate correct a small overreporting across the 2011-2016 period, included adjustments of less than 3.9% in any single month; 0.5% in any single year and 0.08% over the entire period. The updated monthly sales figures are available on the FCA North America media website at www.media.fcanorthamerica.com.

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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