

## FCA Canada Reports October 2016 Sales

November 1, 2016, Windsor, Ontario - FCA Canada today reported sales of 19,527 units, down 11 per cent compared with sales in October 2015 of 22,031 units. Through the year, total sales of 239,185 units are down 4 per cent compared with 248,522 sold during the same time period last year.

FCA Canada retail sales were 16,067 units in October (down 3 per cent from October 2015), while fleet sales were 3,460 units (down 37 per cent from October 2015). Retail sales represented 82 per cent of total sales, while fleet sales were 18 per cent.

### Sales Highlights

Two products within the Jeep® brand posted year-over-year sales increases in October 2016. Canada's most awarded SUV, Jeep Grand Cherokee, saw a year-over-year sales increase of 12 per cent for the month, with 1,068 units sold in October. Jeep Grand Cherokee adds two models for 2017, the all-new Trailhawk, which is the most capable Grand Cherokee ever, and the Summit, which boasts a new, even more luxurious hand-crafted available leather interior, new exterior appearance and added standard premium features. The Jeep Patriot continues to be the most affordable 4x4 in Canada and saw its sales increase 85 per cent in October 2016 versus the same month from last year.

Dodge Durango sales were up 35 per cent in October 2016 with 230 units sold, compared with 170 sold in the same month, one year ago. A driver's SUV, the 2017 Dodge Durango delivers excitement and modernized refinement thanks to its world-class suspension, structural refinements and performance driving characteristics, all of which are usually found on premium performance SUVs at much higher price points.

Looking back on October, the Ram 1500 was crowned the overall winner of the [Canadian Truck King Challenge](#) for the third consecutive time. Now in its 10th year, the Canadian Truck King Challenge is a rigorous, multi-day, third-party event that sees pickup trucks and commercial vehicles tested head-to-head in an apples-to-apples series of exercises. The 2017 Ram 1500 earned the ½-ton and overall Canadian Truck King Challenge titles by outscoring the 10 other entered pickups – from mid-size to one-ton full-size – and including new and refreshed competitors. Further, the heavy-duty Ram 2500 also earned the number-one spot in the ¾-ton category of the Canadian Truck King Challenge.

Already Canada's minivan sales leader, FCA Canada has [expanded the lineup](#) for its segment-leading 2017 Chrysler Pacifica. New LX and Touring trims join the previously available Touring-L, Touring-L Plus and Limited, bringing the total number of Pacifica models to five. All 2017 Chrysler Pacificas are made in Canada at the award-winning [Windsor Assembly Plant](#) (WAP). Last year, WAP, which also makes the Dodge Grand Caravan, built 70 per cent of the full-size minivans sold in Canada. Priced from \$37,995 Manufacturer's Suggested Retail Price (MSRP), the LX comes standard with a 3.6-litre Pentastar VVT V-6 engine with 9-speed automatic transmission, segment-exclusive second- and third-row Stow 'n Go fold-in-floor seating, active noise cancellation, Keyless Enter 'n Go, air conditioning with tri-zone manual temperature control and the Uconnect 5.0 multimedia centre with a 5-inch touchscreen and six speakers.

### Sales Chart:

#### FCA CANADA Sales Summary October 2016

\*Reflects New Methodology

Month Sales	Vol %	CYTD Sales	Vol %
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Model	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	140	366	-62%	3,549	2,969	20%
Patriot	787	425	85%	7,549	8,355	-10%
Wrangler	1,224	1,288	-5%	16,645	18,200	-9%
Cherokee	2,762	2,992	-8%	27,219	26,221	4%
Grand Cherokee	1,068	951	12%	12,932	9,577	35%
Renegade	310	310	0%	3,467	1,620	114%
<b>JEEP BRAND</b>	<b>6,291</b>	<b>6,332</b>	<b>-1%</b>	<b>71,361</b>	<b>66,942</b>	<b>7%</b>
200	603	725	-17%	6,296	9,805	-36%
300	39	149	-74%	3,172	3,639	-13%
Town & Country	16	387	-96%	2,879	7,825	-63%
Pacifica	497	0	New	1,922	0	New
<b>CHRYSLER BRAND</b>	<b>1,155</b>	<b>1,261</b>	<b>-8%</b>	<b>14,269</b>	<b>21,269</b>	<b>-33%</b>
Dart	100	208	-52%	1,232	2,746	-55%
Avenger	0	0		0	8	-100%
Charger	186	289	-36%	3,209	4,161	-23%
Challenger	120	121	-1%	2,884	2,495	16%
Viper	0	2	-100%	46	104	-56%
Journey	1,356	2,042	-34%	14,115	21,154	-33%
Caravan	3,572	4,000	-11%	44,224	38,549	15%
Durango	230	170	35%	5,363	3,074	74%
<b>DODGE BRAND</b>	<b>5,564</b>	<b>6,832</b>	<b>-19%</b>	<b>71,073</b>	<b>72,291</b>	<b>-2%</b>
Ram P/U	5,950	6,901	-14%	76,815	78,272	-2%
Cargo Van	0	1	-100%	0	835	-100%
ProMaster Van	200	233	-14%	2,075	2,184	-5%
ProMaster City	120	178	-33%	1,468	1,586	-7%
<b>RAM BRAND</b>	<b>6,270</b>	<b>7,313</b>	<b>-14%</b>	<b>80,358</b>	<b>82,877</b>	<b>-3%</b>
Alfa 4C	11	8	38%	82	85	-4%
<b>ALFA BRAND</b>	<b>11</b>	<b>8</b>	<b>38%</b>	<b>82</b>	<b>85</b>	<b>-4%</b>
500	117	149	-21%	882	2,738	-68%
500L	38	73	-48%	274	1,815	-85%
500X	42	63	-33%	678	505	34%
Spider	39	0	New	208	0	New
<b>FIAT BRAND</b>	<b>236</b>	<b>285</b>	<b>-17%</b>	<b>2,042</b>	<b>5,058</b>	<b>-60%</b>
<b>TOTAL FCA CANADA</b>	<b>19,527</b>	<b>22,031</b>	<b>-11%</b>	<b>239,185</b>	<b>248,522</b>	<b>-4%</b>
<b>Total Car &amp; MPV</b>	<b>5,338</b>	<b>6,111</b>	<b>-13%</b>	<b>67,310</b>	<b>73,970</b>	<b>-9%</b>
<b>Total UV's</b>	<b>7,919</b>	<b>8,607</b>	<b>-8%</b>	<b>91,517</b>	<b>91,675</b>	<b>0%</b>
<b>Total Truck &amp; LCV</b>	<b>6,270</b>	<b>7,313</b>	<b>-14%</b>	<b>80,358</b>	<b>82,877</b>	<b>-3%</b>

**\*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. The updated monthly sales figures are available on the FCA North America media website at [www.media.fcanorthamerica.com](http://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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