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FCA Canada Reports March 2017 Sales

April 3, 2017, Windsor, Ontario - FCA Canada today reported March 2017 sales of 26,531 vehicles, up slightly as compared with sales in March 2016 of 26,469.

Retail sales were 17,949 units in March 2017, down 362 units from March 2016. FCA Canada fleet sales were 8,582 units (up 5 per cent from March 2016).

Sales Highlights

Overall, Dodge brand sales rose 27 per cent in March 2017 to 9,362 units, as compared with 7,392 sales in the same month last year. Dodge vehicles continue to resonate with Canadians, including the Canadian-made Dodge Grand Caravan, which is up 47 per cent versus March 2016, and the Dodge Journey, which is up 40 per cent. The Brampton, Ontario-built Dodge Challenger has seen sales increases throughout the first quarter of 2017, with March sales up 102 per cent versus the same month last year.

Momentum continues to build for the all-new, Canadian-made, Chrysler Pacifica - the most-awarded minivan of the year. Sales in March 2017 were 648 units, an increase of 159 units over last month's figure.

Overall, Fiat brand sales increased 103 per cent in March 2017, versus March 2016. With its trademark Italian styling, combined with functionality, efficient design and innovative technology, the iconic Fiat 500 saw its sales increase 59 per cent versus the same month last year. Meanwhile, the brand's small crossover Fiat 500X saw a sales increase of 167 per cent.

Sales Chart

FCA CANADA Sales Summary March 2017

*Reflects New Methodology

| Model | Month Sales | | | CYTD Sales | | |
|-----------------------|--------------|--------------|--------------|---------------|---------------|--------------|
| | Curr Yr | Pr Yr | Vol % Change | Curr Yr | Pr Yr | Vol % Change |
| Compass | 112 | 490 | -77% | 242 | 920 | -74% |
| Patriot | 326 | 982 | -67% | 984 | 1,777 | -45% |
| Wrangler | 1,211 | 1,657 | -27% | 3,533 | 4,113 | -14% |
| Cherokee | 2,475 | 3,021 | -18% | 6,594 | 7,202 | -8% |
| Grand Cherokee | 1,384 | 1,353 | 2% | 3,523 | 3,495 | 1% |
| Renegade | 409 | 554 | -26% | 1,122 | 1,115 | 1% |
| JEEP BRAND | 5,917 | 8,057 | -27% | 15,998 | 18,622 | -14% |
| 200 | 639 | 405 | 58% | 1,701 | 1,029 | 65% |
| 300 | 555 | 621 | -11% | 1,069 | 928 | 15% |
| Town & Country | 0 | 653 | -100% | 5 | 2,057 | -100% |
| Pacifica | 648 | 5 | New | 1,344 | 5 | New |
| CHRYSLER BRAND | 1,842 | 1,684 | 9% | 4,119 | 4,019 | 2% |
| Dart | 27 | 232 | -88% | 262 | 457 | -43% |
| Charger | 426 | 671 | -37% | 911 | 1,102 | -17% |
| Challenger | 575 | 284 | 102% | 978 | 526 | 86% |
| Viper | 4 | 6 | -33% | 10 | 12 | -17% |
| Journey | 2,027 | 1,449 | 40% | 4,513 | 3,554 | 27% |
| Caravan | 5,459 | 3,702 | 47% | 11,226 | 8,910 | 26% |

| | | | | | | |
|------------------------------|---------------|---------------|-------------|---------------|---------------|-------------|
| Durango | 844 | 1,048 | -19% | 1,899 | 1,660 | 14% |
| DODGE BRAND | 9,362 | 7,392 | 27% | 19,799 | 16,221 | 22% |
| Ram P/U | 8,347 | 8,841 | -6% | 21,802 | 22,708 | -4% |
| ProMaster Van | 449 | 227 | 98% | 1,108 | 527 | 110% |
| ProMaster City | 120 | 23 | 422% | 286 | 797 | -64% |
| RAM BRAND | 8,916 | 9,091 | -2% | 23,196 | 24,032 | -3% |
| Giulia | 22 | 0 | New | 25 | 0 | New |
| Alfa 4C | 4 | 15 | -73% | 5 | 23 | -78% |
| ALFA BRAND | 26 | 15 | 73% | 30 | 23 | 30% |
| 500 | 180 | 113 | 59% | 453 | 232 | 95% |
| 500L | 4 | 38 | -89% | 22 | 90 | -76% |
| 500X | 211 | 79 | 167% | 336 | 125 | 169% |
| Spider | 73 | 0 | New | 136 | 0 | New |
| FIAT BRAND | 468 | 230 | 103% | 947 | 447 | 112% |
| TOTAL FCA CANADA | 26,531 | 26,469 | 0% | 64,089 | 63,364 | 1% |
| Total Car & MPV | 8,594 | 6,745 | 27% | 18,122 | 15,371 | 18% |
| Total UV's | 8,999 | 10,633 | -15% | 22,746 | 23,961 | -5% |
| Total Truck & LCV | 8,916 | 9,091 | -2% | 23,196 | 24,032 | -3% |

*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 US 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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