Contact: LouAnn Gosselin

Bradley Horn

FCA Canada Reports April 2017 Sales

May 2, 2017, Windsor, Ontario - FCA Canada today reported April 2017 sales of 27,373 vehicles, down 9 per cent as compared with sales in April 2016 of 30,064.

Retail sales were 19,250 units in April 2017, down 3 per cent from April 2016. FCA Canada fleet sales were 8,123 units (down 20 per cent from April 2016).

Sales Highlights

The Ram brand posted an 11 per cent sales increase as compared with the same month last year. April 2017 Ram pickup sales grew by 10 per cent to 9,883 units, versus the 8,956 sold in April 2016. Last month, at the New York International Auto Show, Ram announced a pair of new “factory-custom” models: the boldly coloured Ram 1500 Sublime Sport and the Ram 1500 Rebel Blue Streak.

In April 2017, the award-winning, Canadian-made, Chrysler Pacifica minivan enjoyed its best sales month since launch, with 757 examples sold. Overall, Chrysler brand sales were up 31 per cent versus the same month last year.

For the Dodge brand, the versatile Journey crossover and made-in-Canada Challenger were sales highlights. Offering the value and utility Canadian families demand, Journey sales rose 30 per cent in April 2017, versus April 2016. Month-over-month Dodge Challenger sales increased 12 per cent. Momentum is sure to continue behind the iconic muscle coupe following last month’s introduction of the Challenger SRT Demon, equipped with the world’s most powerful factory-production V-8, making 840 horsepower.

Sales Chart

FCA CANADA Sales Summary March 2017
***Reflects New Methodology**

	Month Sales		**Vol %**	**CYTD Sales**		**Vol %**
Model	**Curr Yr**	**Pr Yr**	**Change**	**Curr Yr**	**Pr Yr**	**Change**
Compass	207	549	-62%	449	1,469	-69%
Patriot	480	1,013	-53%	1,464	2,790	-48%
Wrangler	1,343	1,946	-31%	4,876	6,059	-20%
Cherokee	1,797	3,082	-42%	8,391	10,284	-18%
Grand Cherokee	1,801	1,968	-8%	5,324	5,463	-3%
Renegade	253	481	-47%	1,375	1,596	-14%
JEEP BRAND	**5,881**	**9,039**	**-35%**	**21,879**	**27,661**	**-21%**
200	992	595	67%	2,693	1,624	66%
300	429	826	-48%	1,498	1,754	-15%
Town & Country	0	228	-100%	5	2,285	-100%
Pacifica	757	19	New	2,101	24	New
CHRYSLER BRAND	**2,178**	**1,668**	**31%**	**6,297**	**5,687**	**11%**
Dart	253	125	102%	515	582	-12%
Charger	613	627	-2%	1,524	1,729	-12%
Challenger	525	469	12%	1,503	995	51%
Viper	3	16	-81%	13	28	-54%
Journey	1,738	1,332	30%	6,251	4,886	28%
Caravan	5,013	6,385	-21%	16,239	15,295	6%

Durango	358	807	-56%	2,257	2,467	-9%
DODGE BRAND	**8,503**	**9,761**	**-13%**	**28,302**	**25,982**	**9%**
Ram P/U	9,883	8,956	10%	31,685	31,664	0%
ProMaster Van	283	358	-21%	1,391	885	57%
ProMaster City	170	35	386%	456	832	-45%
RAM BRAND	**10,336**	**9,349**	**11%**	**33,532**	**33,381**	**0%**
Giulia	30	0	New	55	0	New
Alfa 4C	10	15	-33%	15	38	-61%
ALFA BRAND	**40**	**15**	**167%**	**70**	**38**	**84%**
500	135	76	78%	588	308	91%
500L	6	32	-81%	28	122	-77%
500X	132	124	6%	468	249	88%
Spider	162	0	New	298	0	New
FIAT BRAND	**435**	**232**	**88%**	**1,382**	**679**	**104%**
TOTAL FCA CANADA	**27,373**	**30,064**	**-9%**	**91,462**	**93,428**	**-2%**
Total Car & MPV	**8,898**	**9,413**	**-5%**	**27,020**	**24,784**	**9%**
Total UV's	**8,109**	**11,302**	**-28%**	**30,855**	**35,263**	**-13%**
Total Truck & LCV	**10,336**	**9,349**	**11%**	**33,532**	**33,381**	**0%**

***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.

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com