

## FCA Mexico Reports Best August Sales Since 2008

- FCA Mexico reported sales of 8,850 units; up 13 percent versus 2016; best August since 2008
- Alfa Romeo Giulietta recorded best August ever
- Dodge sales rose 6 percent over the same period in 2016
- FIAT brand recorded best sales for the month of August, led primarily by Mobi and Uno
- Jeep® sales improved 11 percent versus 2016
- Ram sales increased 15 percent versus 2016; best August ever

September 1, 2017, Mexico City - FCA Mexico reported sales of 8,850 units in August 2017, up 13 percent versus 2016 and the best August since 2008.

"Last month, we recorded a new sales record, our best August in nine years," said [Bruno Cattori](#), President and CEO, FCA Mexico. "This record was due to our extensive and revamped product portfolio, which consists of different products that adapt to the Mexican market needs.

"We launched the all-new Jeep® Compass last month, the most global vehicle of the Jeep brand, offering unique off-road capability, a fuel-efficient powertrain and extraordinary handling, reinventing the SUV segment with style and capability. This new vehicle is proudly produced in our [Toluca Assembly Plant](#), located in Estado de México."

### Alfa Romeo

Alfa Romeo, the iconic Italian brand with more than a century of history, sold 39 units in August. The Alfa Romeo Giulietta recorded its best August since its launch, while the Alfa Romeo MiTo, Giulia and 4C continued their positive sales trends.

### Chrysler

The Chrysler brand sold 76 units in August. The Chrysler Pacifica, the minivan that combines luxury and comfort for all its passengers, recorded sales of 72 units. The Chrysler Pacifica topped the competition, winning the [Ideal Vehicle Awards](#) in the Minivan segment by AutoPacific.

### Dodge

Dodge sales improved 6 percent in August versus the same period in 2016, with 3,249 units sold. The Dodge Attitude, the vehicle best known by its fuel efficiency and good equipment, continued as the top leader of the brand for 31 consecutive months, selling 1,545 units in August, up 2 percent versus the prior year. The Dodge Vision and Dodge Neon sold 630 units and 464 units, a 33 percent and 16 percent increase, respectively. The Dodge Charger, one of the flagship muscle cars, recorded sales of 59 units.

### FIAT

FIAT sales rose 78 percent with 1,290 units sold, recording its best August in its history. Last month, the Fiat Mobi, the latest addition to the brand, showed excellent sales results with sales of 658 units. The Fiat Uno, the vehicle that redefines its segment with unique design and functionality, sold 425 units, a 7 percent improvement over prior year and its best August ever.

The FIAT brand continues growing the value proposition for its customers with the launch of one of the best customer support policies in the country, thanks to its 7-year powertrain warranty, seven years of road assistance and seven years of insurance against theft of interior parts. The FIAT Dealer Network continues to expand, aligned to the Group's strategy, and currently there are 120 dealers who distribute models throughout the country.

## **Jeep**

Jeep sales rose 11 percent versus August 2016 with 1,006 units. The all-new Jeep Compass, in its first sales month, sold 194 units in the Mexican market. The Jeep Compass combines luxury, technology and all-terrain features, which makes it unique in its class. The Jeep Compass is produced in the Toluca Assembly Plant in Toluca, Estado de México.

Another recently launched vehicle is the Jeep Renegade, which continues gaining acceptance among customers and last month sold 311 units. The Jeep Grand Cherokee, the most awarded SUV ever, sold 275 units in August. Last month, for the seventh consecutive year, the Jeep Grand Cherokee won AutoPacific's Ideal Vehicle Award for the Mid-Size SUV segment.

## **Mitsubishi Motors**

Mitsubishi Motors Mexico finished the month with 1,147 units sold. Sales were led primarily by the Mitsubishi Mirage, which sold 495 units, and the Mitsubishi L200, which sold 471 units. Mitsubishi Motors sales were up 20 percent versus the prior year for the best August ever.

## **Ram**

Ram sales grew 15 percent compared to August 2016, with 2,043 units sold for the best August ever. Sales were propelled by the Ram ProMaster Rapid, which achieved its best sales month ever, and the Ram 700; both continue as top leaders in their respective segments. Ram ProMaster sales increased 42 percent.

## **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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