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FCA Canada Reports Record Calendar-year-to-date Ram Sales in September 2017

- Ram brand and Ram trucks post record calendar-year-to-date sales
- Ram ProMaster City and Van combined sales up 22 per cent
- Jeep® Compass sales up 268 per cent

October 3, 2017, Windsor, Ontario - FCA Canada today reported its September 2017 sales results, with the Ram brand hauling in another strong month. Ram brand and Ram pickup trucks both set a calendar-year-to-date sales record, up 15 and 14 per cent, respectively. Overall, FCA Canada sales of 18,444 vehicles were down 6 per cent for the month, when compared with the sales results from September 2016.

Sales Highlights

The Ram brand continues to be a backbone in FCA Canada's sales performance. In total, the brand sold 8,136 units in September, beating the previous September monthly sales results by 16 per cent. The Ram light- and heavy-duty pickup line also marked a successful September, with 7,732 sales reported, an increase of 16 per cent versus 6,655 sales in September of 2016. On the Ram Commercial side, combined ProMaster City and Van sales are up 22 per cent for the month, compared with September 2016 results.

Recently, the Ram brand announced the new Ram Laramie Longhorn Southfork edition. The newest member of Ram's opulent offerings builds upon the well-appointed Longhorn trim with even more luxury, technology and refinement. Highlights include 100 per cent full-grain leather seats, a real Walnut-trimmed steering wheel, a Light Greystone suede headliner (late availability), Galvanized-appearance trim pieces and unique Walnut-coloured real ash wood accents. The center stack features Ram's newest technology with the Uconnect 4C 8.4-inch touchscreen. The exterior features include a stretched "Longhorn" badge across the tailgate in bright chrome.

Loaded with more than 65 standard and available safety and security features, plus best-in-class 4x4 capability, the all-new Jeep® Compass has expanded the iconic brand's global reach from North America to more than 100 countries. Canada's most capable compact SUV recorded sales of 548 units in September 2017, increasing sales 268 per cent compared with the same month last year.

Sales Chart

Canada Sales Summary SEPTEMBER 2017*

	Month Sales		**Vol %**	**CYTD Sales**		**Vol %**
Model	**Curr Yr**	**Pr Yr**	**Change**	**Curr Yr**	**Pr Yr**	**Change**
Compass	548	149	268%	4,738	3,409	39%
Patriot	90	584	-85%	2,955	6,762	-56%
Wrangler	950	1,476	-36%	12,686	15,421	-18%
Cherokee	1,559	2,357	-34%	18,342	24,457	-25%
Grand Cherokee	730	735	-1%	13,013	11,864	10%
Renegade	154	299	-48%	2,648	3,157	-16%
JEEP BRAND	**4,031**	**5,600**	**-28%**	**54,382**	**65,070**	**-16%**
200	43	305	-86%	2,767	5,693	-51%
300	110	64	72%	3,442	3,133	10%
Town & Country	0	23	-100%	5	2,863	-100%

Pacifica	444	501	-11%	4,649	1,425	226%
CHRYSLER BRAND	**597**	**893**	**-33%**	**10,863**	**13,114**	**-17%**
Dart	10	94	-89%	533	1,132	-53%
Charger	120	159	-25%	4,098	3,023	36%
Challenger	166	200	-17%	2,894	2,764	5%
Viper	6	0	NA	49	46	7%
Journey	813	1,199	-32%	10,340	12,759	-19%
Caravan	3,875	3,942	-2%	36,771	40,652	-10%
Durango	429	395	9%	5,388	5,133	5%
DODGE BRAND	**5,419**	**5,989**	**-10%**	**60,073**	**65,509**	**-8%**
Ram P/U	7,732	6,655	16%	80,688	70,865	14%
ProMaster Van	357	144	148%	3,575	1,875	91%
ProMaster City	47	188	-75%	825	1,348	-39%
RAM BRAND	**8,136**	**6,987**	**16%**	**85,088**	**74,088**	**15%**
Giulia	65	0	NA	396	0	NA
Alfa 4C	6	1	500%	55	71	-23%
Alfa Stelvio	38	0	NA	83	0	NA
ALFA BRAND	**109**	**1**	**10800%**	**534**	**71**	**652%**
500	83	60	38%	750	764	-2%
500L	7	8	-13%	40	237	-83%
500X	32	38	-16%	833	636	31%
Spider	30	63	-52%	570	169	237%
FIAT BRAND	**152**	**169**	**-10%**	**2,193**	**1,806**	**21%**
TOTAL FCA CANADA	**18,444**	**19,639**	**-6%**	**213,133**	**219,658**	**-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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