

FCA Canada Reports 2018 January Sales

- Jeep® brand sales up 28 per cent, sets a January record
- Jeep Wrangler sales up 196 per cent, sets an all-time record
- Total sales of 17,761 decline 4 per cent year-over-year

February 1, 2018, Windsor, Ontario - FCA Canada today reported sales of 17,761 vehicles, a 4 per cent decrease compared with sales in January 2017 of 18,443.

Jeep® Brand

Jeep brand total sales increased 28 per cent in January to 7,145, setting a monthly record. Jeep Wrangler total sales for January rose 196 per cent to 3,755, setting an all-time record. Dealerships began receiving deliveries of the all-new [2018 Jeep Wrangler](#) in January. Jeep Compass sales increased 632 per cent to 542 and Jeep Grand Cherokee sales increased 10 per cent in January to 1,026.

Chrysler Brand

Chrysler brand total sales declined 33 per cent in January to 719 compared with the same month a year ago. The Chrysler Pacifica minivan posted a 152 per cent sales increase to 522, marking its best January ever. The 2018 Pacifica was also named “[Best Minivan of 2018](#)” by AJAC (Automobile Journalists Association of Canada) in January.

Dodge Brand

Dodge brand total sales declined 13 per cent to 4,353. Dodge Grand Caravan sales results increased 37 per cent compared with the same month a year earlier.

Ram Truck Brand

Ram Truck brand sales were down 16 per cent to 5,406 compared with the previous year. Ram ProMaster Van sales increased 32 per cent to 334. Ram unveiled the new [2019 1500 pickup truck](#) at the North American International Auto Show in Detroit in January. The truck is slated to start production by the end of the first quarter.

Alfa Romeo Brand

Alfa Romeo brand sales of 96 vehicles were led by Stelvio with 65 sales followed by Giulia with 29.

SALES CHART*:

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	542	74	632%	542	74	632%
Patriot	0	385	-100%	0	385	-100%
Wrangler	3,755	1,268	196%	3,755	1,268	196%
Cherokee	1,727	2,539	-32%	1,727	2,539	-32%
Grand Cherokee	1,026	929	10%	1,026	929	10%
Renegade	95	382	-75%	95	382	-75%
JEEP BRAND	7,145	5,577	28%	7,145	5,577	28%
200	0	647	-100%	0	647	-100%
300	197	210	-6%	197	210	-6%
Town & Country	0	4	-100%	0	4	-100%
Pacifica	522	207	152%	522	207	152%

CHRYSLER BRAND	719	1,068	-33%	719	1,068	-33%
Dart	1	179	-99%	1	179	-99%
Charger	56	199	-72%	56	199	-72%
Challenger	95	236	-60%	95	236	-60%
Viper	1	0	N/A	1	0	N/A
Journey	353	1,388	-75%	353	1,388	-75%
Caravan	3,444	2,507	37%	3,444	2,507	37%
Durango	403	523	-23%	403	523	-23%
DODGE BRAND	4,353	5,032	-13%	4,353	5,032	-13%
Ram P/U	5,046	6,064	-17%	5,046	6,064	-17%
ProMaster Van	334	253	32%	334	253	32%
ProMaster City	26	96	-73%	26	96	-73%
RAM BRAND	5,406	6,413	-16%	5,406	6,413	-16%
Giulia	29	0	NEW	29	0	NEW
Alfa 4C	2	0	NEW	2	0	NEW
Alfa Stelvio	65	0	NEW	65	0	NEW
ALFA BRAND	96	0	NEW	96	0	NEW
500	18	181	-90%	18	181	-90%
500L	0	18	-100%	0	18	-100%
500X	11	112	-90%	11	112	-90%
Spider	13	42	-69%	13	42	-69%
FIAT BRAND	42	353	-88%	42	353	-88%
TOTAL FCA CANADA	17,761	18,443	-4%	17,761	18,443	-4%

*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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