

## FCA Canada Reports 2018 Jeep® Brand Sales Up 7 Per Cent for the Calendar Year

- Jeep® Wrangler sales up 68 per cent for the calendar year
- August Jeep Cherokee sales up 27 per cent
- August Dodge Charger sales up 67 per cent
- August Dodge Grand Caravan sales up 2 per cent

September 4, 2018, Windsor, Ontario - FCA Canada today reported August 2018 sales of 17,770 vehicles.

### Jeep® Brand

For the calendar year, Jeep brand sales of 54,019 vehicles are up 7 per cent compared with the same time one year ago. The all-new Jeep Wrangler remains the most popular-selling Jeep in the country with 19,774 sold so far in 2018. For the month, Jeep Wrangler sales of 1,757 are up 41 per cent from the same time last year. August was also a noteworthy month for Jeep Cherokee, where sales of 2,417 are up 27 per cent compared with the same month last year.

### Chrysler Brand

Chrysler brand reported sales of 331 vehicles for the month.

### Dodge Brand

Dodge brand reported sales of 3,611 vehicles for the month. Two made-in-Canada vehicles led the largest monthly growth for the brand. 202 of the Brampton, Ontario-built Dodge Chargers were sold, up 67 per cent compared with sales in August 2017, and 2,740 of the Windsor, Ontario-built Dodge Grand Caravan minivans were sold, up 2 per cent compared with the same month last year. Canada's best-selling minivan for 35 years running comes in six models, from the entry-level Canada Value Package with standard features like remote keyless entry, third row Stow 'n Go and seven airbags to Grand Caravan GT where versatility meets performance and attitude with a distinctive monochromatic exterior.

### Ram Truck Brand

Ram brand reported sales of 7,712 vehicles for the month.

### Alfa Romeo Brand

Alfa Romeo brand reported sales of 109 vehicles for the month.

### Sales Chart\*:

| Model             | Month Sales  |              | Vol %<br>Change | CYTD Sales    |               | Vol %<br>Change |
|-------------------|--------------|--------------|-----------------|---------------|---------------|-----------------|
|                   | Curr Yr      | Pr Yr        |                 | Curr Yr       | Pr Yr         |                 |
| Compass           | 823          | 1,096        | -25%            | 7,248         | 4,190         | 73%             |
| Patriot           | 1            | 48           | -98%            | 1             | 2,865         | -100%           |
| Wrangler          | 1,757        | 1,245        | 41%             | 19,774        | 11,736        | 68%             |
| Cherokee          | 2,417        | 1,898        | 27%             | 16,847        | 16,783        | 0%              |
| Grand Cherokee    | 883          | 1,570        | -44%            | 9,204         | 12,283        | -25%            |
| Renegade          | 55           | 177          | -69%            | 945           | 2,494         | -62%            |
| <b>JEEP BRAND</b> | <b>5,936</b> | <b>6,034</b> | <b>-2%</b>      | <b>54,019</b> | <b>50,351</b> | <b>7%</b>       |
| 200               | 0            | 5            | -100%           | 0             | 2,724         | -100%           |
| 300               | 19           | 69           | -72%            | 2,909         | 3,332         | -13%            |

|                       |               |               |             |                |                |             |
|-----------------------|---------------|---------------|-------------|----------------|----------------|-------------|
| Town & Country        | 0             | 0             | #DIV/0!     | 0              | 5              | -100%       |
| Pacifica              | 312           | 539           | -42%        | 5,136          | 4,205          | 22%         |
| <b>CHRYSLER BRAND</b> | <b>331</b>    | <b>613</b>    | <b>-46%</b> | <b>8,045</b>   | <b>10,266</b>  | <b>-22%</b> |
| Dart                  | 1             | 0             | #DIV/0!     | 4              | 523            | -99%        |
| Charger               | 202           | 121           | 67%         | 3,732          | 3,978          | -6%         |
| Challenger            | 108           | 200           | -46%        | 1,847          | 2,728          | -32%        |
| Viper                 | 0             | 11            | -100%       | 5              | 43             | -88%        |
| Journey               | 277           | 597           | -54%        | 4,696          | 9,527          | -51%        |
| Caravan               | 2,740         | 2,684         | 2%          | 24,933         | 32,896         | -24%        |
| Durango               | 283           | 742           | -62%        | 4,747          | 4,959          | -4%         |
| <b>DODGE BRAND</b>    | <b>3,611</b>  | <b>4,355</b>  | <b>-17%</b> | <b>39,964</b>  | <b>54,654</b>  | <b>-27%</b> |
| Ram P/U               | 7,185         | 8,043         | -11%        | 61,217         | 72,956         | -16%        |
| ProMaster Van         | 484           | 362           | 34%         | 3,032          | 3,218          | -6%         |
| ProMaster City        | 43            | 42            | 2%          | 383            | 778            | -51%        |
| <b>RAM BRAND</b>      | <b>7,712</b>  | <b>8,447</b>  | <b>-9%</b>  | <b>64,632</b>  | <b>76,952</b>  | <b>-16%</b> |
| Giulia                | 43            | 70            | -39%        | 392            | 331            | 18%         |
| Alfa 4C               | 2             | 6             | -67%        | 38             | 49             | -22%        |
| Alfa Stelvio          | 64            | 45            | 42%         | 655            | 45             | 1356%       |
| <b>ALFA BRAND</b>     | <b>109</b>    | <b>121</b>    | <b>-10%</b> | <b>1,085</b>   | <b>425</b>     | <b>155%</b> |
| 500                   | 27            | 34            | -21%        | 210            | 667            | -69%        |
| 500L                  | 1             | 0             | #DIV/0!     | 11             | 33             | -67%        |
| 500X                  | 7             | 8             | -13%        | 54             | 801            | -93%        |
| Spider                | 36            | 36            | 0%          | 213            | 540            | -61%        |
| <b>FIAT BRAND</b>     | <b>71</b>     | <b>78</b>     | <b>-9%</b>  | <b>488</b>     | <b>2,041</b>   | <b>-76%</b> |
| <b>TOTAL</b>          | <b>17,770</b> | <b>19,648</b> | <b>-10%</b> | <b>168,233</b> | <b>194,689</b> | <b>-14%</b> |

#### \*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](http://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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