

## **FCA US Reports 2018 September Sales**

- FCA US reaches highest September of total and retail sales in 18 years
- Ram and Jeep® brands each post record September total sales
- Ram brand posts best month of total sales ever
- Alfa Romeo brand sales increase 29 percent over last year

October 2, 2018, Auburn Hills, Mich. - FCA US LLC today reported U.S. sales of 199,819 vehicles, a 15 percent increase compared with sales in September 2017 of 174,266 vehicles.

FCA US total sales and retail sales both posted their best performance in September in 18 years. The September total sales record was in 2000 when sales reached 219,966 vehicles. Retail sales of 149,713 vehicles were the highest level since 2000 when retail sales hit 189,794. Sales were driven by Ram pickup trucks, Jeep® Cherokee and Jeep Compass. Fleet accounted for 25 percent of total sales.

“Our Ram and Jeep brands propelled both our retail and total sales to their highest levels in 18 years,” said Reid Bigland, Head of U.S. Sales.

### **Jeep Brand**

Jeep brand sales rose 14 percent to 83,764 vehicles. It was the ninth consecutive time Jeep has set a monthly record for total sales. It was the sixth time this year Jeep brand sales have surpassed 80,000 vehicles. The Cherokee and Compass led the way with sales rising 87 percent and 46 percent, respectively.

### **Ram Brand**

Ram brand sales rose 9 percent to 56,447 vehicles compared with the previous year. It was the best month of sales since August 2018 when sales reached 54,808 vehicles. It was the highest September sales for the brand since it was launched in 2009. The light-duty Ram 1500 was the driver as retail sales rose 11 percent to 30,498 and total sales rose 18 percent to 36,658 vehicles. It was the best September of light-duty retail and total sales ever.

### **Alfa Romeo Brand**

Alfa Romeo brand sales rose 29 percent to 1,639 vehicles. Stelvio accounted for the majority of those sales with 864 vehicles sold.

### **Dodge Brand**

Dodge brand sales jumped 41 percent to 42,101. The brand sales were driven by the Dodge Journey, which rose 48 percent, the Dodge Challenger, which rose 14 percent, and the Caravan, which saw its sales climb to 13,829 vehicles for the month.

### **Chrysler Brand**

Chrysler brand sales declined 7 percent to 14,683 vehicles compared with the same month a year ago.

### **FIAT Brand**

Sales of Fiat declined 46 percent to 1,185 vehicles.

**Method of Determining FCA US LLC's Monthly Sales** . FCA US's reported vehicle sales represent unit sales of vehicles to retail customers, deliveries of vehicles to fleet customers and to others such as FCA US's employees and retirees as well as vehicles used for marketing. Most of these reported sales reflect retail sales made by dealers out of their own inventory of vehicles previously purchased by them from FCA US. Reported vehicle units sales do not

correspond to FCA US's reported revenues, which are based on FCA US's sale and delivery of vehicles, and typically recognized upon shipment to the dealer or end customer. As announced on July 26, 2016, FCA US has modified its methodology for monthly sales reporting as follows:

- Sales to retail customers by dealers in the U.S. are derived from the New Vehicle Delivery Report ("NVDR") system and are determined as the sum of (A) all sales recorded by dealers during the month net of all unwound transactions recorded to the end of that month (whether the original sale was recorded in the current month or any prior month); plus (B) all sales of vehicles during that month attributable to past unwinds that had previously been reversed in determining monthly sales (in the current or prior months).
- Fleet sales are recorded upon the shipment of the vehicle by FCA US to the customer or end user.
- Other retail sales are recorded either (A) when the sale is recorded in the NVDR system (for sales by dealers in Puerto Rico and limited sales made through distributors that submit NVDRs in the same manner as for sales by U.S. dealers) or (B) upon receipt of a similar delivery notification (for vehicles for which NVDRs are not entered such as vehicles for FCA employees).

#### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group 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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