

FCA Canada Reports 2019 February Sales

- Jeep® Grand Cherokee sales up 26 per cent, setting a February record
- Ram 1500 sales up 10 per cent
- Dodge Grand Caravan sales up 12 per cent

March 1, 2019, Windsor, Ontario - FCA Canada announced today February 2019 sales declined 2 per cent to 18,461 vehicles compared with sales of 18,831 vehicles in February 2018.

"With a strategic focus on Ram and Jeep® vehicles, as well as our Canadian-made minivans, we are gaining momentum in the marketplace with the products that resonate most with our customers," Reid Bigland, FCA Canada President and CEO, said.

Sales Spotlight

Ram 1500 sales of 5,763, are up 10 per cent over the same time in 2018. Ram 1500 remains the second highest-selling vehicle in the country. Earlier in the month, the Ram 1500 Warlock truck, which pays homage to the original Warlock pickup trucks of the 1970s, was unveiled for the first time in North America at the Canadian International Auto Show in Toronto.

Jeep Grand Cherokee sales of 1,689 are up 26 per cent over the same month in 2018. These results earn Grand Cherokee a February sales record.

Sales of the Windsor-built Dodge Grand Caravan are up 12 per cent with 2,889 vehicles sold in February 2019.

Industry Insights

During the months of January and February, industry efforts are typically focused on popular 4x4 and AWD vehicles to coincide with consumer winter-shopping habits. Starting in March, the focus expands to include the important minivan segment. The Windsor-built Chrysler Pacifica, Chrysler Pacifica Hybrid and Dodge Grand Caravan collectively account for more than half of the Canadian minivan segment (58.5 per cent). With 14.6 million minivans sold globally since 1983, FCA has sold twice as many minivans as any other manufacturer over the past 35 years.

To mark the milestone, FCA Canada is offering [35th Anniversary edition minivans](#), which feature new badging, an all-black interior with Cranberry Wine accent stitching and upgraded content on 2019 Chrysler Pacifica, Pacifica Hybrid and Dodge Grand Caravan models, available this summer.

Additionally, to drive awareness for Chrysler and Dodge minivans, FCA Canada has rebranded its dealer showrooms as Canada's Minivan Store.

Canada Sales Chart

Model	Month Sales			CYTD Sales		
	Curr Yr	Pr Yr	Vol % Change	Curr Yr	Pr Yr	Vol % Change
Compass	716	823	-13%	1,532	1,365	12%
Patriot	0	1	-100%	0	1	-100%
Wrangler	2,224	2,898	-23%	3,863	6,653	-42%
Gladiator	2	0	NEW	2	0	NEW
Cherokee	1,152	1,395	-17%	2,155	3,122	-31%

Grand Cherokee	1,689	1,337	26%	2,844	2,363	20%
Renegade	52	109	-52%	103	204	-50%
JEEP BRAND	5,835	6,563	-11%	10,499	13,708	-23%
300	278	363	-23%	390	560	-30%
Pacifica	235	604	-61%	512	1,126	-55%
CHRYSLER BRAND	513	967	-47%	902	1,686	-47%
Dart	0	1	-100%	1	2	-50%
Charger	872	612	42%	920	668	38%
Challenger	183	140	31%	453	235	93%
Viper	0	0	NA	0	1	-100%
Journey	272	361	-25%	489	714	-32%
Caravan	2,889	2,577	12%	4,836	6,021	-20%
Durango	958	500	92%	1,658	903	84%
DODGE BRAND	5,174	4,191	23%	8,357	8,544	-2%
Ram P/U	6,394	6,649	-4%	11,890	11,695	2%
ProMaster Van	454	297	53%	723	631	15%
ProMaster City	34	31	10%	149	57	161%
RAM BRAND	6,882	6,977	-1%	12,762	12,383	3%
Giulia	29	34	-15%	41	63	-35%
Alfa 4C	2	4	-50%	4	6	-33%
Alfa Stelvio	17	67	-75%	42	132	-68%
ALFA BRAND	48	105	-54%	87	201	-57%
500	3	10	-70%	15	28	-46%
500L	1	1	0%	2	1	100%
500X	3	1	200%	10	12	-17%
Spider	2	16	-88%	18	29	-38%
FIAT BRAND	9	28	-68%	45	70	-36%
TOTAL FCA CANADA	18,461	18,831	-2%	32,652	36,592	-11%

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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