

FCA Canada Reports 2019 March Sales

- Jeep® Grand Cherokee sets March record
- Dodge brand sales up 11 per cent
- Ram Heavy Duty truck sales up nine per cent

April 2, 2019, Windsor, Ontario - FCA Canada today reported March 2019 sales of 21,684.

"Our dealers are excited to welcome the new Ram Heavy Duty on the heels of a month where the outgoing model saw sales rise nine per cent," said FCA Canada President and CEO Reid Bigland. "Zooming out, Ram 1500 remains the second highest-selling vehicle in the country and anticipation for the 2020 Jeep® Gladiator midsize pickup truck could not be higher."

Jeep Grand Cherokee sales of 1,933 were up 45 per cent compared with 1,333 vehicles reported in March of 2018. These results earn Jeep Grand Cherokee the claim of number-one-selling full-size SUV for the month and year to date in Canada; it also signifies a March sales record.

The Dodge brand saw its sales rise 11 per cent from the prior year with 5,817 vehicles. Dodge Charger led the brand increase with 1,021 vehicle sales, marking a 67 per cent jump from the same month in 2018. Dodge Durango and Dodge Challenger each reported a sales increase of 17 per cent with 957 and 198 vehicles respectively, while Dodge Grand Caravan saw a sales increase of 13 per cent with 3,370 vehicles.

Chrysler 300 sales of 738 vehicles were up 382 per cent in March, compared with the same time last year.

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	882	1,217	-28%	2,414	2,582	-7%
Patriot	0	0	NA	0	1	NA
Wrangler	2,568	3,839	-33%	6,431	10,492	-39%
Gladiator	0	0	NEW	2	0	NEW
Cherokee	1,345	2,011	-33%	3,500	5,133	-32%
Grand Cherokee	1,933	1,333	45%	4,777	3,696	29%
Renegade	70	106	-34%	173	310	-44%
JEEP BRAND	6,798	8,506	-20%	17,297	22,214	-22%
300	738	153	382%	1,128	713	58%
Pacifica	304	886	-66%	816	2,012	-59%
CHRYSLER BRAND	1,042	1,039	0%	1,944	2,725	-29%
Dart	0	0	NA	1	2	NA
Charger	1,021	610	67%	1,941	1,278	52%
Challenger	198	169	17%	651	404	61%
Viper	0	1	NA	0	2	NA
Journey	271	673	-60%	760	1,387	-45%
Caravan	3,370	2,992	13%	8,206	9,013	-9%
Durango	957	816	17%	2,615	1,719	52%
DODGE BRAND	5,817	5,261	11%	14,174	13,805	3%
Ram P/U	7,230	8,972	-19%	19,120	20,667	-7%
ProMaster Van	592	464	28%	1,315	1,095	20%

ProMaster City	98	22	345%	247	79	213%
RAM BRAND	7,920	9,458	-16%	20,682	21,841	-5%
Giulia	22	69	-68%	63	132	-52%
Alfa 4C	5	8	-38%	9	14	-36%
Alfa Stelvio	40	77	-48%	82	209	-61%
ALFA BRAND	67	154	-56%	154	355	-57%
500	16	42	-62%	31	70	-56%
500L	0	4	-100%	2	5	-60%
500X	3	4	-25%	13	16	-19%
Spider	21	22	-5%	39	51	-24%
FIAT BRAND	40	72	-44%	85	142	-40%
TOTAL FCA CANADA	21,684	24,490	-11%	54,336	61,082	-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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