

FCA Canada Reports 2019 April Sales

- Dodge Durango sets all-time record
- Jeep® Wrangler sets April record
- Ram brand sales up 31 per cent
- Jeep brand sales up 2 per cent

May 1, 2019, Windsor, Ontario - FCA Canada today reported April 2019 sales of 20,802.

"Through the first four months of 2019, Ram light-duty pickup trucks and Jeep® Grand Cherokee continue to gain momentum in the Canadian market," said FCA Canada President and CEO Reid Bigland. "For the month of April, these two raised the bar even further with year-over-year sales growth of 21 and 80 per cent, respectively. Rounding out our top five performing vehicles were Ram heavy-duty trucks, Jeep Wrangler and Dodge Durango — all of which had significant year-over-year sales growth."

Ram brand sales were up 31 per cent with 8,898 trucks sold in April 2019, compared with results from the same month one year ago. Ram light-duty truck sales were up 21 per cent, while Ram heavy-duty truck sales were up 122 per cent.

Jeep brand sales of 6,297 were up 2 per cent compared with April 2018 sales. Jeep Grand Cherokee led the year-over-year increase for the brand with sales of 1,776, up 80 per cent. Jeep Wrangler sales of 2,510 were up 21 per cent compared with 2,073 vehicles reported in April of 2018. These results earn Jeep Wrangler an April sales record.

Dodge Durango saw its sales more than triple from April of 2018, with 1,754 vehicles reported. These results represent an all-time record month for the popular three-row crossover.

FCA US and FCA Canada Will Move to Quarterly Sales Reporting

After a review, FCA US LLC has decided to end the practice of reporting U.S. and Canada retail sales on a monthly basis following June results.

"A quarterly sales reporting cadence will continue to provide transparency into our sales results while at the same time aligning with where industry practice is heading," said Niel Golightly, FCA's Chief Communications Officer.

FCA US and FCA Canada will report monthly sales for May and June. The first quarterly report will occur on October 1, 2019, covering the three months of July, August and September. FCA will continue to share certain sales data with third-party research firms, under appropriate confidentiality arrangements.

Sales Chart

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	695	1,205	-42%	3,109	3,787	-18%
Patriot	0	0	NA	0	1	NA
Wrangler	2,510	2,073	21%	8,941	12,565	-29%
Gladiator	7	0	NEW	9	0	NEW
Cherokee	1,266	1,763	-28%	4,766	6,896	-31%
Grand Cherokee	1,776	987	80%	6,553	4,683	40%

Renegade	43	158	-73%	216	468	-54%
JEEP BRAND	6,297	6,186	2%	23,594	28,400	-17%
300	248	856	-71%	1,376	1,569	-12%
Pacifica	264	880	-70%	1,080	2,892	-63%
CHRYSLER BRAND	512	1,736	-71%	2,456	4,461	-45%
Dart	0	0	NA	1	2	NA
Charger	156	799	-80%	2,097	2,077	1%
Challenger	167	446	-63%	818	850	-4%
Viper	0	1	-100%	0	3	-100%
Journey	325	418	-22%	1,085	1,805	-40%
Caravan	2,586	5,940	-56%	10,792	14,953	-28%
Durango	1,754	543	223%	4,369	2,262	93%
DODGE BRAND	4,988	8,147	-39%	19,162	21,952	-13%
Ram P/U	8,335	6,401	30%	27,455	27,068	1%
ProMaster Van	439	290	51%	1,754	1,385	27%
ProMaster City	124	88	41%	371	167	122%
RAM BRAND	8,898	6,779	31%	29,580	28,620	3%
Giulia	20	43	-53%	83	175	-53%
Alfa 4C	7	5	40%	16	19	-16%
Alfa Stelvio	46	90	-49%	128	299	-57%
ALFA BRAND	73	138	-47%	227	493	-54%
500	10	32	-69%	41	102	-60%
500L	1	2	-50%	3	7	-57%
500X	3	10	-70%	16	26	-38%
Spider	20	27	-26%	59	78	-24%
FIAT BRAND	34	71	-52%	119	213	-44%
TOTAL FCA CANADA	20,802	23,057	-10%	75,138	84,139	-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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