

FCA Canada Reports Fourth-quarter and Full-year Sales

- Ram brand posts second best sales year on record, surpassing 100,000 units
- Jeep® Grand Cherokee and Jeep Wrangler set new annual sales records
- Jeep Wrangler sets new fourth-quarter sales record
- Fourth quarter total sales of 44,427, rise 14 per cent

January 3, 2020, Windsor, Ontario - FCA Canada closed the fourth quarter of 2019 with a significant sales increase of 14 per cent. For the full year, 223,101 vehicles were sold, with Ram brand leading the charge, achieving six-figure sales.

"The fourth-quarter and full-year sales results for 2019 reinforce the particular strengths of our Ram and Jeep® brands," said Reid Bigland, FCA Canada President and CEO. "It's our focus on building great products that have delivered not only Ram brand's second best sales year on record, but also the best year ever for Jeep products like the legendary Wrangler and Grand Cherokee."

Sales Highlights

The fourth quarter of 2019 represented a 27 per cent sales increase for Ram brand. Sales were 22,452, as compared with sales of 17,702 in the same period of 2018.

Within the brand, total Ram pickup truck sales totaled 21,439, an increase of 28 per cent over the fourth quarter of the prior year.

For 2019 calendar year, total Ram brand sales rose 14 per cent, notably cresting 101,000 units, leading to the aforementioned second best sales year on record.

For Jeep brand, the final three months of 2019 were highlighted by a sales increase of 10 per cent, totaling 13,767 units. This was led by the iconic [Jeep Wrangler](#), up 57 per cent for a new fourth-quarter record.

Two multi-award-winning Jeep products also set record calendar-year sales: [Jeep Grand Cherokee](#) saw its sales rise 38 per cent to 19,459 units, versus 14,104 in 2018, and the iconic Jeep Wrangler grew its annual sales by 4 per cent to 25,659 units.

SALES CHART

Canada Sales Summary OCTOBER-DECEMBER 2019

Model	Q4 Sales		Vol %		CYTD Sales		Vol %	
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change		
Compass	1,218	1,483	-18%	7,652	9,433	-19%		
Patriot	0	0	N/A	0	2	-100%		
Wrangler	5,205	3,307	57%	25,659	24,616	4%		
Gladiator	770	0	New	1,950	0	New		
Cherokee	2,375	3,615	-34%	14,687	22,246	-34%		
Grand Cherokee	4,092	3,942	4%	19,459	14,104	38%		
Renegade	107	193	-45%	664	1,193	-44%		
JEEP BRAND	13,767	12,540	10%	70,071	71,594	-2%		

300	123	262	-53%	1,949	3,512	-45%
200	0	0	N/A	1	0	N/A
Pacifica	609	670	-9%	3,731	5,997	-38%
CHRYSLER BRAND	732	932	-21%	5,681	9,509	-40%
Dart	0	0	N/A	1	4	-75%
Charger	164	560	-71%	3,425	4,918	-30%
Challenger	182	308	-41%	2,041	2,274	-10%
Viper	1	3	-67%	2	9	-78%
Journey	201	766	-74%	2,184	5,779	-62%
Caravan	5,166	4,802	8%	27,382	32,266	-15%
Durango	1,538	1,082	42%	9,220	6,950	33%
DODGE BRAND	7,252	7,521	-4%	44,255	52,200	-15%
Ram P/U	21,439	16,755	28%	96,763	84,876	14%
ProMaster Van	969	805	20%	4,483	4,165	8%
ProMaster City	44	142	-69%	725	543	34%
RAM BRAND	22,452	17,702	27%	101,971	89,584	14%
Giulia	44	77	-43%	242	510	-53%
Alfa 4C	3	7	-57%	39	50	-22%
Alfa Stelvio	114	127	-10%	458	843	-46%
ALFA BRAND	161	211	-24%	739	1,403	-47%
500	20	38	-47%	117	270	-57%
500L	0	1	-100%	12	13	-8%
500X	13	10	30%	50	79	-37%
Spider	30	50	-40%	205	285	-28%
FIAT BRAND	63	99	-36%	384	647	-41%
TOTAL FCA CANADA	44,427	39,005	14%	223,101	224,937	-1%

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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