

Chrysler Canada Records its Best Sales Month in the Company's 89-year History

- 31,498 vehicles sold, an increase of 8 per cent over May 2013 sales
- May sales record set for Canadian-built Dodge Grand Caravan
- All-time monthly sales records set for Ram brand, Ram pickup trucks, Jeep brand and Jeep Wrangler
- All-time monthly sales record set for mid-size SUVs with 2,208 Jeep Cherokees sold
- Chrysler Canada remains the #1 seller of vehicles in the country

June 3, 2014, Windsor, Ontario - Chrysler Canada today announced its 54th consecutive month of year-over-year sales growth, representing the longest sales streak in the company's history. May 2014 sales were 31,498, compared with 29,249 in May 2013, representing an 8 per cent increase. Chrysler Canada remains the top-selling automotive company in the country in 2014.

"Robust May sales kicked off the execution phase of our second five-year plan with a resounding success," said David Buckingham, Chief Operating Officer, Chrysler Canada. "In fact, May sales were the strongest of any month in our Company's 89-year history."

Sales Highlights:

Jeep® started as a military brand 75 years ago and has gained an international reputation for offering authentic SUVs with class-leading capability, craftsmanship and versatility ever since. Jeep offers its customers an unmatched and unique emotional connection, which has helped propel it to a position as the number one-selling SUV brand in Canada.

In May 2014, the Jeep brand in Canada experienced its best sales month of all-time with 7,531 vehicles sold. Thus far in 2014, Jeep Wrangler is the best-selling compact SUV in Canada and Jeep Cherokee experienced its best sales month since arriving in Canada last November with 2,208 copies sold.

Since 2009, the Ram brand has had a dedicated workforce of engineers, designers, executives and manufacturing staff focused only on one thing: building the best Ram trucks possible. Their combined, nose-to-the-grindstone efforts have paid off with continuous sales growth. In Canada, May 2014 sales for both the overall Ram brand and the Ram pickup truck broke new ground, by setting an all-time sales record with 9,803 units sold by the brand, of which 9,074 were Ram pickup trucks.

After 30 years on the market and with millions of Canadian families registered as past or present customers, the Windsor, Ontario-built Dodge Grand Caravan continues to be the best-selling minivan in the country. In May 2014, 5,987 Dodge Grand Caravans were sold, representing an increase of 16 per cent over May 2013 sales (5,168) and a new monthly sales record. In Canada, seven of every 10 minivans sold is either a Dodge Grand Caravan or its sister product, the Chrysler Town & Country. Chrysler understands its Canadian customers are drawn to minivans for a suite of reasons: innovative and flexible seating and storage solutions, 40-plus safety and security features, best-in-class towing and horsepower and, of course, appealing pricing and option packages.

Sales Charts:

May	May 2014	May 2013	% Change
Total Volume	31,498	29,249	8%

Model Highlights	May 2014	May 2013	% Change	
Ram Pickup	9,074	8,045	13%	All-time record month
Jeep Wrangler	2,581	2,152	20%	All-time record month
Dodge Grand Caravan	5,987	5,168	16%	Record May
Total Ram Brand	9,803	8,409	17%	All-time record month
Total Jeep Brand	7,531	4,914	53%	All-time record month

CYTD Sales	May 2014	May 2013	% Change
Total Volume	119,579	113,012	6%

Model Highlights	May 2014	May 2013	% Change	
Ram Pickup	35,587	34,052	5%	#2 selling vehicle in Canada
Dodge Grand Caravan	21,841	19,473	12%	
Total Ram Brand	38,228	35,125	9%	record CYTD
Total Jeep Brand	26,476	18,466	43%	record CYTD

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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