

## **FCA México Reports July 2015 Sales Increase 24 Percent; Best July Since 2009 and Best Month of 2015**

- FCA México posted its seventh consecutive month of sales gains with 9,009 units, an increase of 24 percent, best July since 2009 and best month of 2015
- Alfa Romeo reported best July ever
- Chrysler 300 reported sales gain of 20 percent versus July 2014
- Dodge sales improved 39 percent; best month of the year
- Fiat brand sales rose 30 percent over prior year results; best July ever
- Jeep Wrangler set a sales record; best July ever
- Mitsubishi Motors Mexico continued its sales streak with 1,292 units; best July since 2009
- Ram reported its best July since 2009

August 3, 2015, Mexico City - FCA México today reported its seventh consecutive month of sales gains with 9,009 units, a 24 percent increase compared with sales in July 2014; best July since 2009 and best sales month of the year.

"We continue our positive trend, seven consecutive months of sales gains, thanks to our ever-increasing, wide-range product portfolio, including the Ram 700, which established a sales record last month, capturing more than 40 percent of its segment," said Bruno Cattori, President and CEO of FCA México. "Last month, we unveiled the new Mitsubishi L200, a vehicle that has had great acceptance for both personal and commercial use during its first sales month thanks to its unique features, such as best-in-class durability, class-leading interior length and class-leading turning radius."

### **Alfa Romeo**

Alfa Romeo brand reported positive sales of 23 units; best July in its history.

### **Chrysler**

Chrysler brand posted sales of 304 units. Since its introduction, Chrysler 300 sales have risen.

### **Dodge**

Dodge brand reported sales of 2,889 units; up 39 percent versus previous year. The brand experienced its best sales month of 2015, boosted primarily by sales of Dodge Attitude, which reported 1,452 units sold; best sales in its history. The Dodge Challenger turned in its best July sales since 2009 with a 30 percent year-over-year sales gain. Another Dodge vehicle with positive results is the Dodge Charger, which reported its best sales month of the year. Sales of the Dodge Durango and Dodge Journey were up 31 percent and 2 percent respectively.

Last month, Strategic Vision's 20th annual Total Quality Index™ awarded Dodge Charger, Dodge Durango and Dodge Challenger.

### **FIAT**

Fiat brand sales of 818 units were 30 percent better than July 2014 sales; best July ever. Fiat 500 finished the month with a strong performance, posting record sales of 400 units in July, a 16 percent increase over last year; best July in its history. This vehicle won as Small Multi-Function Car in Strategic Vision's 20th annual Total Quality Index™. Fiat UNO posted an 85 percent sales gain, achieving its best sales month ever.

### **Jeep®**



Jeep brand sales for July 2015 were 1,761 units. Sales of Jeep Grand Cherokee, the highest-ranking mid-size SUV for the fifth consecutive year in the U.S. Vehicle Satisfaction Survey, surged 10 percent to 423 units compared to July 2014. Jeep Wrangler, the icon of the Jeep brand, posted its best July ever with 268 units, an increase of 46 percent over last year. The Jeep Wrangler Unlimited was recognized as best-in-class Entry SUV for the second year in a row in the Strategic Vision's 20th annual Total Quality Index™.

#### **Mitsubishi Motors**

Mitsubishi Motors Mexico continued its sales streak, reaching 13 consecutive months of double-digit increases. The brand reported 1,292 units sold in July, representing an increase of 12 percent compared with the same month in 2014. This reaffirms the commitment of the brand to offer one of the most complete and renewed industry portfolios.

Mitsubishi Mirage extended its history of success in the Mexican market with sales of 409 units. Mitsubishi L200, with its recent renovation, exceeds 350 units sold, setting an all-time record in retail sales.

Mitsubishi Motors Mexico has sold 8,984 units during 2015, an increase of 46 percent over the one recorded in July 2014.

#### **Ram**

Sales for the Ram brand remained strong. Last month, Ram reported 1,922 units sold, an increase of 86 percent over July 2014, making it the best sales month of the year and best July since 2009, led primarily by Ram 700, which reported sales of 680 units, setting its best month ever.

#### **About FCA México**

FCA México, S.A. de C.V. is a Mexican automaker with a new name and a long history. Headquartered in Santa Fe, FCA México is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA México manufactures and sells vehicles under the Alfa Romeo, Chrysler, Dodge, Fiat, Jeep®, Mopar, Ram, SRT and Mitsubishi brands. FCA México is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925, and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>