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## FCA Canada Reports February 2017 Sales

March 1, 2017, Windsor, Ontario - FCA Canada today reported February 2017 sales of 19,115 vehicles, an increase of 2 per cent as compared with sales in February 2016 of 18,827.

Retail sales were 12,514 units in February 2017, down slightly from February 2016. FCA Canada fleet sales were 6,601 units (up 9 per cent from February 2016).

### Sales Highlights

Pickup sales for the Ram Truck brand increased by 3 per cent in February 2017 to 7,391 units. Ram Truck builds Canada's longest-lasting pickups, including Ram 1500, which boasts numerous segment-exclusive features, and Ram Power Wagon, the most capable off-road truck in the country. Also, sales of the Ram ProMaster full-size commercial van were up a significant 143 per cent in February 2017 versus February of last year.

Jeep® Grand Cherokee saw a significant month-over-month sales increase of 21 per cent. Canada's most awarded SUV recently expanded its line-up with an all-new Trailhawk model. The most capable Grand Cherokee ever, it was named *FOUR WHEELER* "2017 SUV of the Year" by the opinion-leading editors of the off-road enthusiast publication.

Overall sales for the Dodge brand grew a noteworthy 26 per cent in February 2016 to 5,405 units, as compared with 4,290 sales in the same month last year. Every Dodge model in production saw sales increases, led by Durango (up 73 per cent) and highlighted by a 30 per cent sales increase for Dodge Grand Caravan, which continues to resonate with Canadians.

### Sales Chart:

#### FCA CANADA Sales Summary February 2017

\*Reflects New Methodology

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	56	267	-79%	130	430	-70%
Patriot	273	510	-46%	658	795	-17%
Wrangler	1,054	1,349	-22%	2,322	2,456	-5%
Cherokee	1,580	1,823	-13%	4,119	4,181	-1%
Grand Cherokee	1,210	998	21%	2,139	2,142	0%
Renegade	331	304	9%	713	561	27%
<b>JEEP BRAND</b>	<b>4,504</b>	<b>5,251</b>	<b>-14%</b>	<b>10,081</b>	<b>10,565</b>	<b>-5%</b>
200	415	290	43%	1,062	624	70%
300	304	175	74%	514	307	67%
Town & Country	1	849	-100%	5	1,404	-100%
Pacifica	489	0	New	696	0	New
<b>CHRYSLER BRAND</b>	<b>1,209</b>	<b>1,314</b>	<b>-8%</b>	<b>2,277</b>	<b>2,335</b>	<b>-2%</b>
Dart	56	112	-50%	235	225	4%
Charger	286	229	25%	485	431	13%

Challenger	167	163	2%	403	242	67%
Viper	6	4	50%	6	6	0%
Journey	1,098	973	13%	2,486	2,105	18%
Caravan	3,260	2,502	30%	5,767	5,208	11%
Durango	532	307	73%	1,055	612	72%
<b>DODGE BRAND</b>	<b>5,405</b>	<b>4,290</b>	<b>26%</b>	<b>10,437</b>	<b>8,829</b>	<b>18%</b>
Ram P/U	7,391	7,160	3%	13,455	13,867	-3%
ProMaster Van	406	167	143%	659	300	120%
ProMaster City	70	517	-86%	166	774	-79%
<b>RAM BRAND</b>	<b>7,867</b>	<b>7,844</b>	<b>0%</b>	<b>14,280</b>	<b>14,941</b>	<b>-4%</b>
Giulia	3	0	New	3	0	New
Alfa 4C	1	6	-83%	1	8	-88%
<b>ALFA BRAND</b>	<b>4</b>	<b>6</b>	<b>-33%</b>	<b>4</b>	<b>8</b>	<b>-50%</b>
500	92	68	35%	273	119	129%
500L	0	33	-100%	18	52	-65%
500X	13	21	-38%	125	46	172%
Spider	21	0	New	63	0	New
<b>FIAT BRAND</b>	<b>126</b>	<b>122</b>	<b>3%</b>	<b>479</b>	<b>217</b>	<b>121%</b>
<b>TOTAL FCA CANADA</b>	<b>19,115</b>	<b>18,827</b>	<b>2%</b>	<b>37,558</b>	<b>36,895</b>	<b>2%</b>
<b>Total Car &amp; MPV</b>	<b>5,098</b>	<b>4,431</b>	<b>15%</b>	<b>9,528</b>	<b>8,626</b>	<b>10%</b>
<b>Total UV's</b>	<b>6,147</b>	<b>6,552</b>	<b>-6%</b>	<b>13,747</b>	<b>13,328</b>	<b>3%</b>
<b>Total Truck &amp; LCV</b>	<b>7,867</b>	<b>7,844</b>	<b>0%</b>	<b>14,280</b>	<b>14,941</b>	<b>-4%</b>

#### **\*Method of Determining Monthly Sales**

Beginning with the July 2016 sales report, FCA Canada sales numbers have been calculated using a new sales reporting methodology, which is described in more detail in the explanatory note issued on September 1, 2016. Sales by dealers are derived from the New Vehicle Delivery Report, or NVDR system and reported upon the first sale reported in the NVDR system. Under the new reporting methodology, fleet sales are recorded as sales upon shipment by FCA Canada of the vehicle to the customer or end user. The updated monthly sales figures are available on the FCA US media website at [www.media.fcanorthamerica.com](http://www.media.fcanorthamerica.com).

#### **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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