

## **FCA US Reports March 2017 U.S. Sales**

- Dodge brand sales up 10 percent; four Dodge brand vehicles post sales gains
- Ram Truck brand sales up 6 percent; Ram pickup sales increase 6 percent year over year
- Jeep® Grand Cherokee sales increase 22 percent compared with same month a year ago
- Fiat 500 sales up 12 percent for the month

April 3, 2017, Auburn Hills, Mich. - FCA US LLC today reported U.S. sales of 190,254 units, a 5 percent decrease compared with sales in March 2016 (199,467 units).

In March, fleet sales of 43,992 units were down 15 percent year over year as FCA US continues its strategy of reducing its sales to the daily rental segment. Fleet sales represented 23 percent of total FCA US sales in March. FCA US retail sales of 146,262 units were down 1 percent for the month, and represented 77 percent of total March sales.

Dodge brand and Ram Truck brand sales increased year over year in March. Dodge brand sales were up 10 percent, led by the 100 percent increase in Dodge Journey crossover sales. Ram Truck brand sales were up 6 percent in March as the Ram pickup and Ram ProMaster van each posted year-over-year sales gains. Sales of the Jeep® Grand Cherokee – the Jeep brand's volume leader in March – were up 22 percent compared with the same month in 2016. Sales of the Fiat 500 and the all-new Chrysler Pacifica minivan increased year over year as well in the month.

### **Dodge Brand**

Four Dodge brand vehicles posted year-over-year sales increases in March, led by the Dodge Journey crossover's 100 percent sales gain. Sales of the Dodge Challenger were up 17 percent in March. The 2018 Dodge Challenger SRT Demon – the Dodge brand's new ultimate performance halo car – will be unveiled this month during the 2017 New York International Auto Show week. The Dodge Grand Caravan minivan and the Dodge Viper also turned in year-over-year sales gains for the month. Dodge brand sales were up 10 percent compared with the same month in 2016.

### **Ram Truck Brand**

Ram pickup truck sales increased 6 percent in March, compared with the same month a year ago. In addition, sales of the Ram ProMaster van were up 24 percent for the month. Ram Truck brand sales, which include the pickup, ProMaster and ProMaster City, were up 6 percent in March. The brand last month unveiled a new exterior color shade for its luxurious and capable Laramie Longhorn line of pickup trucks. RV Match Walnut Brown will serve as the model's new two-tone contrast color, replacing White Gold. The Ram Laramie Longhorn is the Texas Auto Writers Association's Luxury Truck of Texas.

### **FIAT Brand**

Sales of the Fiat 500 increased 12 percent in March, compared with the same month a year ago. Fiat 124 Spider sales were up 39 percent compared with the previous month of February. Experts at Cars.com consider the all-new 2017 Fiat 124 Spider best in its segment, naming it the "Best New Convertible" of 2017.

### **Jeep® Brand**

The Jeep Grand Cherokee – the brand's volume leader for the month – recorded a 22 percent year-over-year sales increase in March for its best sales month this year. The all-new 2017 Jeep Compass – the most capable compact SUV ever with the most advanced 4x4 systems in its class – began shipping to Jeep dealerships in March. The new Compass expands the Jeep brand's global reach with an unmatched combination of attributes that includes

legendary and best-in-class 4x4 off-road capability, advanced fuel-efficient powertrains, premium and authentic Jeep design, superior on-road driving dynamics, open-air freedom, and a host of innovative safety and advanced technology offerings.

### **Chrysler Brand**

Sales of the all-new 2017 Chrysler Pacifica – the most awarded minivan of 2016 and 2017 – were up in its third month of year-over-year comparisons, and increased 3 percent compared with sales in the previous month of February. March also was the Pacifica’s best sales month so far this year. The Pacifica continues to earn a plethora of awards and accolades in 2017, landing on Kelley Blue Book’s list of the “12 Best Family Cars of 2017” in the best minivans category, and “2017 North American Utility of the Year.”

### **Alfa Romeo Brand**

Alfa Romeo brand sales of 555 units were up 1,191 percent compared with the same month a year ago.

### **Maserati Brand<sup>1</sup>**

Maserati brand sales of 1,312 units were up 32 percent compared with the same month in 2016.

### **U.S. Sales Summary March 2017**

	Month Sales		Vol %	CYTD Sales		Vol %
Model	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	2,651	7,823	-66%	8,552	22,987	-63%
Patriot	5,968	9,264	-36%	16,180	29,211	-45%
Wrangler	16,336	17,586	-7%	41,311	41,922	-1%
Cherokee	14,589	16,302	-11%	40,755	48,438	-16%
Grand Cherokee	20,374	16,693	22%	56,600	47,658	19%
Renegade	8,065	8,872	-9%	25,345	22,154	14%
<b>JEEP BRAND</b>	<b>67,983</b>	<b>76,540</b>	<b>-11%</b>	<b>188,743</b>	<b>212,370</b>	<b>-11%</b>
200	2,565	4,971	-48%	6,620	15,915	-58%
300	4,969	6,172	-19%	15,063	17,141	-12%
Town & Country	95	14,200	-99%	341	37,228	-99%
Pacifica	9,340	30	New	25,052	140	New
<b>CHRYSLER BRAND</b>	<b>16,969</b>	<b>25,373</b>	<b>-33%</b>	<b>47,076</b>	<b>70,424</b>	<b>-33%</b>
Dart	1,578	5,137	-69%	4,658	16,241	-71%
Avenger	0	8	-100%	0	23	-100%
Charger	8,236	8,798	-6%	22,319	26,345	-15%
Challenger	6,225	5,325	17%	15,725	16,128	-2%
Viper	71	65	9%	178	137	30%
Journey	11,858	5,931	100%	34,400	23,892	44%
Caravan	15,602	13,124	19%	40,054	38,057	5%

Durango	6,506	7,241	-10%	16,729	20,093	-17%
<b>DODGE BRAND</b>	<b>50,076</b>	<b>45,629</b>	<b>10%</b>	<b>134,063</b>	<b>140,916</b>	<b>-5%</b>
Ram P/U	46,384	43,647	6%	119,199	113,298	5%
Cargo Van	0	1	-100%	0	3	-100%
ProMaster Van	4,048	3,263	24%	10,047	8,302	21%
ProMaster City	1,317	1,886	-30%	3,333	4,551	-27%
<b>RAM BRAND</b>	<b>51,749</b>	<b>48,797</b>	<b>6%</b>	<b>132,579</b>	<b>126,154</b>	<b>5%</b>
Giulia	484	0	New	966	0	New
Alfa 4C	71	43	65%	140	158	-11%
<b>ALFA BRAND</b>	<b>555</b>	<b>43</b>	<b>1191%</b>	<b>1,106</b>	<b>158</b>	<b>600%</b>
500	1,671	1,494	12%	4,020	3,595	12%
500L	106	535	-80%	284	1,262	-77%
500X	726	1,056	-31%	1,966	3,258	-40%
Spider	419	0	New	961	0	New
<b>FIAT BRAND</b>	<b>2,922</b>	<b>3,085</b>	<b>-5%</b>	<b>7,231</b>	<b>8,115</b>	<b>-11%</b>
<b>TOTAL FCA US LLC</b>	<b>190,254</b>	<b>199,467</b>	<b>-5%</b>	<b>510,798</b>	<b>558,137</b>	<b>-8%</b>
<b>Total Car &amp; MPV</b>	<b>51,432</b>	<b>59,902</b>	<b>-14%</b>	<b>136,381</b>	<b>172,370</b>	<b>-21%</b>
<b>Total UV's</b>	<b>87,073</b>	<b>90,768</b>	<b>-4%</b>	<b>241,838</b>	<b>259,613</b>	<b>-7%</b>
<b>Total Truck &amp; LCV</b>	<b>51,749</b>	<b>48,797</b>	<b>6%</b>	<b>132,579</b>	<b>126,154</b>	<b>5%</b>
<b>MASERATI BRAND</b>	<b>1,312</b>	<b>997</b>	<b>32%</b>	<b>3,288</b>	<b>2,250</b>	<b>46%</b>

[1] The Maserati Brand is distributed in the United States by Maserati North America, Inc., an indirect wholly owned subsidiary of Fiat Chrysler Automobiles N.V. All other brands listed in this release are distributed by FCA US LLC.

**Method of Determining FCA US's Monthly Sales.** FCA US's reported vehicle sales represent unit sales of vehicles to retail customers, deliveries of vehicles to fleet customers and to others such as FCA US's employees and retirees as well as vehicles used for marketing. Most of these reported sales reflect retail sales made by dealers out of their own inventory of vehicles previously purchased by them from FCA US. Reported vehicle units sales do not correspond to FCA US's reported revenues, which are based on FCA US's sale and delivery of vehicles, and typically recognized upon shipment to the dealer or end customer. As announced on July 26, 2016, FCA US has modified its methodology for monthly sales reporting as follows:

- Sales to retail customers by dealers in the U.S. are derived from the New Vehicle Delivery Report ("NVDR") system and are determined as the sum of (A) all sales recorded by dealers during the month net of all unwound transactions recorded to the end of that month (whether the original sale was recorded in the current month or any prior month); plus (B) all sales of vehicles during that month attributable to past unwinds that had previously been reversed in determining monthly sales (in the current or prior months).
- Fleet sales are recorded upon the shipment of the vehicle by FCA US to the customer or end user.
- Other retail sales are recorded either (A) when the sale is recorded in the NVDR system (for sales by dealers in Puerto Rico and limited sales made through distributors that submit NVDRs in the same

manner as for sales by U.S. dealers) or (B) upon receipt of a similar delivery notification (for vehicles for which NVDRs are not entered such as vehicles for FCA employees).

**Method of Determining Maserati North America's U.S. Monthly Sales.** Maserati North America Inc.'s (MNA) reported U.S. vehicle sales represent unit sales of vehicles made by dealers out of inventory to retail customers and deliveries of vehicles to fleet customers. Sales to retail customers by dealers in the U.S. are determined as the sum of all sales recorded by dealers in MNA's notification system during the month. Only the first such recorded sale of a vehicle is reported and any subsequent sale of a vehicle previously reported as sold is not counted as a sale by MNA for sales reporting purposes.

#### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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