

## FCA México Reports July 2017 Sales Increase 11 Percent

- FCA México reported sales of 8,459 units; sales were up 11 percent versus 2016
- Alfa Romeo recorded best July ever
- Dodge sales rose 4 percent over the same period in 2016
- FIAT brand recorded best sales for the month of July, led primarily by Mobi, which achieved best sales month ever
- Jeep® sales improved 6 percent versus 2016
- Mitsubishi sales rose 3 percent compared to 2016
- Ram sales increased 8 percent versus 2016, fueled by ProMaster Rapid and Ram 700, which continue as top leaders of their segments

August 1, 2017, Mexico City - FCA México reported sales of 8,459 units, up 11 percent versus 2016.

"Last month, we carried out the Alfa Romeo test drive where members of the Mexican press were able to witness the evolution of a brand with more heritage and legacy in the automotive industry, taking each vehicle to the limit," said Bruno Cattori, President & CEO of FCA México. "Besides celebrating the legendary Alfa Romeo brand, the press also enjoyed the unique style it has built for over 100 years.

"Our vehicles continue to receive awards," Cattori added. "In July, Chrysler, Dodge and Jeep vehicles were honored in their respective segments by [J.D. Power](#) and [Strategic Vision](#) in quality, design and performance categories."

### Alfa Romeo

Alfa Romeo, the legendary Italian brand with unique features, such as design, sportiness and performance, achieved its best July sales with 41 units, a 52 percent improvement over last year. Alfa Romeo MiTo, Alfa Romeo 4C, Giulia and Giulietta continued their positive sales trends.

### Chrysler

Chrysler sold 84 units. Chrysler Pacifica, the most awarded minivan during 2016 and 2017, registered a sales increase of 74 percent versus the prior month. Last month, it led its segment in the J.D. Power 2017 APEAL Study™ and also won first place in the Quality Awards in Strategic Vision's 23rd annual Total Quality Impact™ report.

### Dodge

Dodge sales improved 4 percent versus the same period in 2016, with 3,037 units sold. Dodge Attitude, the best-in-class fuel-efficiency vehicle, continued as top leader of the brand by reporting sales of 1,617 units. Dodge Neon and Dodge Vision sold 478 units and 304 units, respectively, a 57 percent and 19 percent increase. Dodge Charger, one of the most powerful four-door muscle cars, sold 51 units.

Last month, Dodge Durango and Dodge Charger performed well in the APEAL study by J.D. Power, ranking second and third in the Midsize SUV and Large Car segments, respectively. These vehicles were also awarded in Strategic Vision's 23rd annual Total Quality Impact™ report.

### FIAT

FIAT placed on the market 1,364 units, up 78 percent versus prior year; best July in its history. Last month, Mobi achieved best sales ever with 754 units. Another vehicle that continues with important results is Fiat Palio Sporting, which improved sales 85 percent, while Fiat Palio Adventure sales rose 36 percent versus 2016, both achieved best

July sales ever.

The 2018 Fiat Mobi and Uno models now include an infotainment system called FIAT Live On, establishing a new connectivity, navigation and multimedia experience that raises the bar in their segments.

#### **Jeep®**

Jeep sales rose 6 percent with 943 units sold. The new Jeep Renegade, the most capable Jeep in its class, sold 366 units. Jeep Grand Cherokee sales improved 1 percent with 275 units sold. Jeep Wrangler reported sales of 189 units. This iconic vehicle led the segment in Strategic Vision's 23rd annual Total Quality Impact™ report.

#### **Mitsubishi Motors**

Mitsubishi Motors Mexico finished the month with 1,195 units sold, up 3 percent versus prior year. Last month, Mitsubishi L200 sold 497 units, a 40 percent increase versus prior year; best July ever. Mitsubishi Mirage reported sales of 520 units.

#### **Ram**

Ram sales grew 8 percent, compared to July 2016, with 1,795 units sold. Sales were propelled by Ram ProMaster Rapid and Ram 700, both continue as top leaders in their segments. Ram ProMaster sales increased 11 percent.

#### **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 Mercado Telemático Azionario under the symbol "FCA."

-###-

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