

Chrysler Canada: Jeep and Ram Brands Post Best Sales Month on Record in April 2014

- 27,212 vehicles sold; an increase of 6 per cent over April 2013 sales
- All-time monthly sales records set for Jeep brand, Ram brand, Jeep Wrangler and Ram trucks
- April sales record set for Chrysler Town & Country
- Jeep Cherokee posts its best sales month since launch
- Windsor-built Dodge and Chrysler minivan sales up 14 per cent
- Best April sales since 1989

May 1, 2014, Windsor, Ontario - Chrysler Canada today announced its 53rd consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. April 2014 sales were 27,212 compared with 25,745 in April 2013, signifying a 6 per cent increase. Chrysler Canada remains the top-selling automotive company in the country in 2014.

"This month's results marked the best April sales on record at Chrysler Canada in the last quarter of a century," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "Leading the pack are our Jeep and Ram products, which continue to resonate extremely well with Canadian consumers who are looking for a combination of style, comfort, performance, fuel economy and value."

Sales Highlights:

Jeep brand products set an all-time monthly sales record in April 2014, with 6,145 vehicles sold. Those sales represent a 71 per cent increase as compared with the 3,600 units sold in April of 2013. These results were led primarily by Jeep Wrangler, which also set an all-time record with 2,305 units sold, compared with 1,858 in the same month of 2013. The all-new Jeep Cherokee, which was recently awarded a "Ward's 10-Best Interiors for 2014" designation, continues to raise the bar in the mid-size SUV segment. With 1,701 copies sold in April 2014, Jeep Cherokee saw its best sales month since launch, which resulted in a 20 per cent sales increase compared with March sales of 1,416.

The Ram Truck brand also set an all-time monthly record in April of 2014 with 8,657 sales, marking the brand's 17th month of consecutive year-over-year sales gains in Canada. The 2014 Ram 1500 was recently named an AUTOMOBILE Magazine all-star for the second year in a row. Offering a choice of engines, including the legendary 5.7L HEMI V8, the award-winning Pentastar V6 or the exclusive 3.0L EcoDiesel V6, Ram 1500 offers the best powertrains in the industry. Looking specifically at Ram 1500 truck sales within the full brand line-up, there were 6,421 sold in April 2014, compared with 6,315 sold in April 2013, representing a 2 per cent increase. This marks an all-time monthly sales record for Ram 1500.

The made-in-Windsor Dodge and Chrysler minivan twins had a great month in April 2014, with sales of 5,988 units combined. This represents a double-digit increase of 14 per cent compared with 5,233 sales in the same month of 2013. Dodge Grand Caravan sold 4,724 units, while Chrysler Town & Country sold 1,264.

Sales Charts:

April	April 2014	April 2013	% Change
Total Volume	27,212	25,745	6%

Model Highlights	April 2014	April 2013	% Change	
Ram Pickup	8,146	8,020	2%	- All-time record month
Jeep Wrangler	2,305	1,858	24%	- All-time record month
Chrysler Town & Country	1,264	980	29%	- Record April sales
Total Ram Brand	8,657	8,233	5%	- Record April sales
Total Jeep Brand	6,145	3,600	71%	- Record April sales

CYTD Sales	April 2014	April 2013	% Change
Total Volume	88,081	83,763	5%

Model Highlights	April 2014	April 2013	% Change	
Ram Pickup	26,513	26,007	2%	- #2 selling in Canada
Dodge Grand Caravan	15,854	14,305	11%	- #4 selling in Canada
Total Ram Brand	28,424	26,716	6%	- Record CYTD
Total Jeep Brand	18,945	13,562	40%	- Record CYTD

About Chrysler Canada:

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

-###-

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