

## **Chrysler Canada Reports Highest Annual Sales Ever**

- 61 consecutive months of year-over-year sales growth – longest growth streak in Company's history
- 21,613 vehicles sold; an increase of 40 per cent over December 2013 sales
- December sales records set for Chrysler 200, Town & Country, Jeep Wrangler, Ram trucks, Ram brand and Jeep brand
- Annual sales records set in 2014 for Chrysler Town & Country, Jeep Cherokee, Jeep Wrangler and Ram trucks
- Jeep and Ram set brand sales records
- Ram truck is the second best-selling vehicle in Canada
- Highest calendar year sales in Chrysler Canada's 90 year history

January 5, 2015, Windsor, Ontario - Chrysler Canada today announced its 61st consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. December 2014 sales were 21,613 compared with 15,445 in December 2013, marking an increase of 40 per cent. For the full year, sales were 290,004 compared with 260,015 in 2013. These results signify a 12 per cent increase and represent the highest annual sales tally in the Company's history.

"2014 was a fantastic sales year for Chrysler Canada, in fact, it was the best in our 90-year history" said David Buckingham, Chief Operating Officer, Chrysler Canada. "Our Jeep brand has unparalleled momentum right now, posting greater than a 50 per cent sales increase representing over 25,000 incremental sales for the year."

### **Monthly Sales Highlights:**

Introduced earlier this year, the Chrysler 200 stands as the most affordable mid-size car in Canada. It is the winner of Ward's 10 Best Interiors for 2014, has an IIHS "Top Safety Pick" rating as well as a NHTSA Five-Star overall safety rating. With best-in-class horsepower, excellent fuel economy and the most technically advanced all-wheel drive system in its class, Chrysler 200 saw its sales rise 161 per cent in December of 2014 with 855 units sold, compared with 328 sold in December of 2013. These results earn the Chrysler 200 a December sales record.

With its iconic Jeep design and the confidence to go anywhere and do anything, Jeep Wrangler continues to stand the test of time with its legendary story of adventure that spans more than 70 years. For December of 2014, 1,396 copies of the Jeep Wrangler were sold in Canada, marking an increase of 68 per cent over the 831 copies sold in the same month of 2013. These results earn the Jeep Wrangler a December sales record.

The Ram truck brand also set a monthly record in December with 9,351 sales, marking the brand's 25th month of consecutive year-over-year sales gains in Canada. 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 pickup truck sales within the full Ram brand line-up, there were 8,234 sold in December 2014, compared with 5,440 sold in December 2013, representing a 51 per cent increase and setting a monthly sales record.

### **Annual Sales Highlights:**

For the 2014 calendar year, the Jeep brand saw its sales spike 58 per cent, which marks an annual sales record. The success was led primarily by the Jeep Wrangler and Jeep Cherokee, which both provide Canadians with an exhilarating driving experience.

For the 2014 year, 63,381 Windsor-built Chrysler, Dodge and Ram minivans were sold, marking the highest annual sales since 2007. The Dodge Grand Caravan saw its sales increase 11 per cent in 2014 to 51,759 units sold, up from 46,732 sold in 2013.

The Ram brand also set an annual record in 2014 with 93,760 products sold, up from 81,971 in 2013, marking an increase of 14 per cent. Looking specifically at Ram pickup trucks within the full Ram brand line-up, an annual sales record was set in 2014 with 86,590 trucks sold, up from 78,793 sold in 2013, marking a 10 per cent increase. These results maintain Ram truck's position as the #2-selling vehicle in the country, out of a few hundred nameplates.

#### Sales Charts:

December	December 2014	December 2013	% Change
Total Volume	21,613	15,445	40%

Model Highlights	December 2014	December 2013	% Change	
Ram Pickup	8,234	5,440	51%	Record December Sales
Jeep Cherokee	1,938	1,508	29%	Record December Sales
Jeep Wrangler	1,396	831	68%	Record December Sales
Chrysler 200 Sedan	855	328	161%	Record December Sales

CYTD Sales	December 2014	December 2013	% Change
Total Volume	290,004	260,015	12%

Model Highlights	December 2014	December 2013	% Change	
Ram Pickup	86,590	78,793	10%	Record Year
Jeep Wrangler	23,057	18,578	24%	Record Year
Jeep Cherokee	22,529	2,906	675%	Record Year
Total Ram Brand	93,760	81,971	14%	Record Year
Total Jeep Brand	70,503	44,671	58%	Record Year

#### About Chrysler Canada:

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 90th anniversary in 2015. Chrysler Canada is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. Chrysler Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan (Windsor), 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. 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."

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