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FCA Canada Reports August 2016 Sales

September 1, 2016, Windsor, Ontario - FCA Canada today reported sales of 21,627 units, down 20 per cent compared with sales in August 2015 of 26,995. Through the year, total sales of 199,693 units are down 2 per cent compared with 202,963 sold during the same time period last year.

FCA Canada retail sales of 18,015 were down 19 per cent in August, while fleet sales of 3,612 were down 22 per cent year-over-year.

Sales Highlights

Jeep® Grand Cherokee sales were up 33 per cent in August 2016 with 1,335 units sold, compared with 1,001 sold in August of 2015. Canada's most awarded SUV recently expanded its lineup with an all-new Trailhawk model, the most capable Grand Cherokee ever, featuring a host of standard off-road capability features, including a unique Quadra-Lift air suspension, Selec-Speed Control with Hill-ascent and Hill-descent Control, skid plates, Kevlar-reinforced off-road tires, red tow hooks and an anti-glare hood decal.

The all-new, made-in-Canada Chrysler Pacifica continues to gain momentum with August 2016 sales of 401 vehicles, a month-over-month gain of 129 units versus July 2016. Built at the Windsor Assembly Plant (WAP) alongside the award-winning Dodge Grand Caravan, Pacifica continues FCA's leadership in the minivan segment. Seven out of every 10 minivans sold in Canada in 2015 were built at WAP. Pacifica brings 40 new minivan firsts to its segment, including a pending Hybrid model.

Two members of the award-winning Dodge family enjoyed year-over-year sales gains in August 2016. First, the Brampton, Ontario-made Dodge Challenger saw sales of 225 units, an increase of 18 per cent, versus August 2015. For 2017, Challenger adds an all-new fourth-generation Uconnect system featuring new smartphone integrations for Apple CarPlay, Android Auto and new multi-touch gestures with pinch, tap and swipe capability. The Dodge Durango also surpassed its August 2015 sales, with 501 units sold in August 2016, an increase of 24 per cent. Available new options on the Durango R/T model for 2017 include a new hand-wrapped soft-touch instrument panel with red accent stitching (late availability) for an upgraded look and optional black roof rails for maximum utility.

Sales Chart

FCA CANADA Sales Summary August 2016

Reflects Restated Sales

	Month Sales		Vol %	CYTD Sales		Vol %
Model	**Curr Yr**	**Pr Yr**	**Change**	**Curr Yr**	**Pr Yr**	**Change**
Compass	173	247	-30%	3,348	2,419	38%
Patriot	719	1,007	-29%	6,187	7,393	-16%
Wrangler	1,332	1,785	-25%	13,804	14,913	-7%
Cherokee	2,628	3,464	-24%	22,340	20,335	10%
Grand Cherokee	1,335	1,001	33%	11,061	7,973	39%
Renegade	229	306	-25%	2,859	1,035	176%
JEEP BRAND	**6,416**	**7,810**	**-18%**	**59,599**	**54,068**	**10%**
200	1,000	1,136	-12%	5,490	8,331	-34%
300	142	44	223%	3,078	3,404	-10%
Town & Country	37	1,748	-98%	2,735	6,615	-59%
Pacifica	401	0	New	923	0	New

CHRYSLER BRAND	**1,580**	**2,928**	**-46%**	**12,226**	**18,350**	**-33%**
Dart	81	199	-59%	1,019	2,392	-57%
Avenger	0	0		0	5	-100%
Charger	132	142	-7%	2,883	3,641	-21%
Challenger	225	190	18%	2,571	2,297	12%
Viper	1	4	-75%	40	105	-62%
Journey	1,852	2,997	-38%	11,469	17,197	-33%
Caravan	4,044	4,560	-11%	36,817	30,604	20%
Durango	501	404	24%	4,789	2,768	73%
DODGE BRAND	**6,836**	**8,496**	**-20%**	**59,588**	**59,009**	**1%**
Ram P/U	6,399	6,949	-8%	63,694	62,893	1%
Cargo Van	0	14	-100%	0	830	-100%
ProMaster Van	160	132	21%	1,702	1,925	-12%
ProMaster City	56	193	-71%	1,209	1,464	-17%
RAM BRAND	**6,615**	**7,288**	**-9%**	**66,605**	**67,112**	**-1%**
Alfa 4C	9	27	-67%	53	74	-28%
ALFA BRAND	**9**	**27**	**-67%**	**53**	**74**	**-28%**
500	88	315	-72%	696	2,211	-69%
500L	12	33	-64%	222	1,767	-87%
500X	37	98	-62%	598	372	61%
Spider	34	0	New	106	0	New
FIAT BRAND	**171**	**446**	**-62%**	**1,622**	**4,350**	**-63%**
TOTAL FCA CANADA	**21,627**	**26,995**	**-20%**	**199,693**	**202,963**	**-2%**
Total Car & MPV	**6,206**	**8,398**	**-26%**	**56,633**	**61,446**	**-8%**
Total UV's	**8,806**	**11,309**	**-22%**	**76,455**	**74,405**	**3%**
Total Truck & LCV	**6,615**	**7,288**	**-9%**	**66,605**	**67,112**	**-1%**

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 earlier today. 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.

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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