

FCA US Reports October 2016 U.S. Sales

- Ram Truck brand sales up year-over-year on strength of pickup truck and van sales gains
- Jeep® Grand Cherokee and Jeep Patriot record sales increases in October, compared with same month a year ago
- Dodge Journey full-size crossover sales up 17 percent versus same month a year ago
- Jeep and Ram Truck brands take home the most awards of any manufacturer at the annual Texas Truck Rodeo hosted by the Texas Auto Writers Association (TAWA)

November 1, 2016, Auburn Hills, Mich. - FCA US LLC today reported U.S. sales of 176,609 units, a 10 percent decrease compared with sales in October 2015 (196,898 units).

FCA US retail sales were 135,808 units in October, while fleet sales were 40,801 units. Retail sales represented 77 percent of total sales, while fleet sales were 23 percent.

Ram Truck brand sales were up 12 percent in October as the Ram pickup truck posted a 7 percent gain and sales of the Ram ProMaster van increased 92 percent. Two Jeep® brand models – the Jeep Grand Cherokee and Jeep Patriot – turned in year-over-year gains for the month with sales of the Grand Cherokee increasing 9 percent. Sales of the Dodge Journey full-size crossover and the Fiat 500 were up year-over-year in October as well, with the Journey recording a 17 percent sales gain.

Ram Truck brand sales are up 11 percent calendar year to date through October compared with the same 10-month period in 2015. Jeep brand sales are up 10 percent calendar year to date as well.

Ram Truck Brand

Ram Truck brand sales, which include the Ram pickup, Ram ProMaster and Ram ProMaster City, were up 12 percent in October compared with the same month a year ago. Ram pickup truck sales were up 7 percent while the Ram ProMaster van posted a strong 92 percent sales gain for the month. In addition, the Ram ProMaster City van turned in a 14 percent sales gain for the month. Ram Truck brand sales are up 11 percent calendar year to date compared with the same 10 months in 2015. The 2017 Ram 1500 Longhorn won the Luxury Pickup Truck category, and the 2017 Ram Power Wagon was best in the Off-Road Pickup Truck category, during last month's [Texas Truck Rodeo](#) hosted by the Texas Auto Writers Association (TAWA). In addition, the Ram 1500 Rebel earned Best Value Off-Road honors at last month's Active Lifestyle Vehicle (ALV) awards.

Jeep Brand

Jeep brand sales were down 7 percent in October compared with the same month a year ago. Sales of the Jeep Grand Cherokee – the most awarded SUV ever – were up 9 percent in October, versus the same month in 2015. In addition, Jeep Patriot sales increased 2 percent year over year in October. Jeep brand sales are up 10 percent calendar year to date compared with the first 10 months of last year. Four Jeep brand models earned TAWA awards at last month's Texas Truck Rodeo. The 2017 Jeep Wrangler Rubicon won the Off-road SUV category; the 2017 Jeep Cherokee was best Compact SUV; the 2017 Jeep Grand Cherokee won Mid-size SUV, and the 2016 Jeep Renegade earned best Compact Crossover Utility Vehicle. In addition, the Grand Cherokee Summit EcoDiesel took home the [Green ALV award](#) at last month's Active Lifestyle Vehicle (ALV) awards.

Dodge Brand

Dodge brand sales were down 16 percent in October compared with the same month a year ago. Even so, the Dodge Journey full-size crossover posted a strong 17 percent year-over-year sales gain for the month. Dodge Viper sales edged up 2 percent. The [2017 Dodge Charger](#) and [Dodge Challenger](#) each earned a five-star overall safety rating last

month from the U.S. National Highway Traffic Safety Administration (NHTSA). Five stars is the highest rating in the regulatory agency's vehicle-evaluation program.

FIAT Brand

FIAT brand sales, which include the Fiat 500, Fiat 500L, Fiat 500X and Fiat 124 Spider, were down 24 percent in October. However, sales of the Fiat 500 were up 8 percent year-over-year for the month. In its fourth month in the market, the all-new [124 Spider](#) recorded sales of 444 units. The 124 Spider brings classic Italian styling and proven performance to a new generation of buyers. Paying homage to the original 124 Spider, the all-new Spider delivers the ultimate Italian roadster experience with driving excitement, technology and safety combined with iconic design.

Chrysler Brand

Chrysler brand sales were down 45 percent in October versus the same month in 2015. The all-new [2017 Chrysler Pacifica](#) – Cars.com's [Best Minivan of 2016](#) – posted sales of 7,758 units in October. The Pacifica has earned a rating of [Top Safety Pick+](#) for 2016 from the Insurance Institute for Highway Safety (IIHS). Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. Sales of the 2017 Chrysler Pacifica Hybrid are expected to begin in the U.S. by the end of this year. The Pacifica Hybrid, the industry's first electrified minivan, will deliver an estimated range of 30 miles solely on zero-emissions electric power from a 16-kWh lithium-ion (Li-ion) battery and an estimated 530-mile total gas and electric range.

FCA US LLC Sales Summary October 2016 Reflects New Methodology

Model	Month SalesVol %			CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	6,207	6,787	-9%	79,123	54,979	44%
Patriot	9,510	9,369	2%	105,549	99,035	7%
Wrangler	14,469	15,632	-7%	163,096	172,887	-6%
Cherokee	13,531	17,533	-23%	171,877	177,874	-3%
Grand Cherokee	17,867	16,405	9%	171,793	158,084	9%
Renegade	7,242	7,979	-9%	84,494	44,492	90%
JEEP BRAND	68,826	73,705	-7%	775,932	707,351	10%
200	2,843	9,066	-69%	51,802	147,602	-65%
300	3,051	4,311	-29%	47,091	44,121	7%
Town & Country	529	12,286	-96%	58,455	74,371	-21%
Pacifica	7,758	0	New	43,330	0	New
CHRYSLER BRAND	14,181	25,663	-45%	200,678	266,094	-25%
Dart	2,407	6,520	-63%	39,674	74,840	-47%
Avenger	0	22	-100%	44	1,279	-97%
Charger	6,792	8,936	-24%	79,062	81,519	-3%
Challenger	4,127	5,288	-22%	55,268	57,516	-4%
Viper	62	61	2%	509	582	-13%
Journey	11,912	10,198	17%	89,858	92,233	-3%
Caravan	11,563	13,524	-15%	114,295	78,907	45%
Durango	4,651	5,134	-9%	57,744	51,253	13%
DODGE BRAND	41,514	49,683	-16%	436,454	438,129	0%
Ram P/U	43,891	41,042	7%	404,977	374,579	8%
Cargo Van	0	9	-100%	21	2,155	-99%
ProMaster Van	4,500	2,349	92%	31,044	21,574	44%
ProMaster City	1,052	925	14%	13,701	6,294	118%
RAM BRAND	49,443	44,325	12%	449,743	404,602	11%
Giulia	0	0	New	7	0	New
Alfa 4C	23	58	-60%	434	569	-24%
ALFA BRAND	23	58	-60%	441	569	-22%
500	1,276	1,180	8%	12,879	21,269	-39%

500L	119	290	-59%	2,920	7,044	-59%
500X	783	1,994	-61%	10,047	6,164	63%
Spider	444	0	New	1,875	0	New
FIAT BRAND	2,622	3,464	-24%	27,721	34,477	-20%
TOTAL FCA US LLC	176,609	196,898	-10%	1,890,969	1,851,222	222%

Total Car & MPV	40,994	61,542	-33%	507,645	589,619	-14%
Total UV's	86,172	91,031	-5%	933,581	857,001	9%
Total Truck & LCV	49,443	44,325	12%	449,743	404,602	11%

Method of Determining 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 as sales 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).

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."

Follow FCA US news and video on:

Company blog: blog.fcanorthamerica.com

Facebook: <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: www.instagram.com/FiatChrysler_NA

Twitter: www.twitter.com/FiatChrysler_NA

Twitter (Spanish): www.twitter.com/fcausespanol

YouTube: www.youtube.com/fcanorthamerica

Media website: media.fcanorthamerica.com

-###-

Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>

