

FCA Canada Reports January 2017 Sales

February 1, 2017, Windsor, Ontario - FCA Canada today reported January 2017 sales of 18,443 vehicles, an increase of 2 per cent compared with sales in January 2016 of 18,068.

Retail sales represented 75 per cent of total sales, while fleet sales were 25 per cent. Retail sales were 13,862 units in January 2017, down slightly from January 2016. FCA Canada fleet sales were 4,581 units (up 12 per cent from January 2016).

Sales Highlights

Tremendous momentum continues to fuel the world famous Jeep® brand. In 2016, it set a fifth consecutive global record with sales exceeding 1 million units for the third consecutive year.

In Canada for January 2017, Jeep sales were up 5 per cent to 5,577 units (compared with 5,314 in January 2016). Leading the way was Canada's most capable small SUV, the Jeep Renegade, with month-over-month sales up 49 per cent. Further on the Jeep front, both Cherokee and the iconic Wrangler continued to resonate with Canadians, posting sales increases of 8 and 15 per cent, respectively.

For the Chrysler brand, the full-size Chrysler 300 sedan saw sales rise 59 per cent in January 2017, versus the same period last year.

The Dodge brand saw total Canadian sales increase 11 per cent through January 2017, compared with the same month last year. The Canadian-made Dodge Challenger muscle coupe led the way with a sales increase of 199 per cent, versus January 2016. Dodge Durango sales were up a noteworthy 71 per cent in January 2017. A total of 523 examples of the "driver's SUV" were sold. Meanwhile, Dodge Journey continues to attract consumers as Canada's most affordable three-row, mid-size crossover. Journey sales were up 23 per cent in January 2017 to 1,388 units, an increase of 256 units over the same month last year.

Canada Sales Summary January 2017

Model	Month Sales			CYTD Sales		
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	74	163	-55%	74	163	-55%
Patriot	385	285	35%	385	285	35%
Wrangler	1,268	1,107	15%	1,268	1,107	15%
Cherokee	2,539	2,358	8%	2,539	2,358	8%
Grand Cherokee	929	1,144	-19%	929	1,144	-19%
Renegade	382	257	49%	382	257	49%
JEEP BRAND	5,577	5,314	5%	5,577	5,314	5%
200	647	334	94%	647	334	94%
300	210	132	59%	210	132	59%
Town & Country	4	555	-99%	4	555	-99%
Pacifica	207	0	New	207	0	New
CHRYSLER BRAND	1,068	1,021	5%	1,068	1,021	5%
Dart	179	113	58%	179	113	58%
Charger	199	202	-1%	199	202	-1%

Challenger	236	79	199%	236	79	199%
Viper	0	2	-100%	0	2	-100%
Journey	1,388	1,132	23%	1,388	1,132	23%
Caravan	2,507	2,706	-7%	2,507	2,706	-7%
Durango	523	305	71%	523	305	71%
DODGE BRAND	5,032	4,539	11%	5,032	4,539	11%
Ram P/U	6,064	6,707	-10%	6,064	6,707	-10%
ProMaster Van	253	133	90%	253	133	90%
ProMaster City	96	257	-63%	96	257	-63%
RAM BRAND	6,413	7,097	-10%	6,413	7,097	-10%
Alfa 4C	0	2	-100%	0	2	-100%
ALFA BRAND	0	2	-100%	0	2	-100%
500	181	51	255%	181	51	255%
500L	18	19	-5%	18	19	-5%
500X	112	25	348%	112	25	348%
Spider	42	0	New	42	0	New
FIAT BRAND	353	95	272%	353	95	272%
TOTAL FCA CANADA	18,443	18,068	2%	18,443	18,068	2%
Total Car & MPV	4,430	4,195	6%	4,430	4,195	6%
Total UV's	7,600	6,776	12%	7,600	6,776	12%
Total Truck & LCV	6,413	7,097	-10%	6,413	7,097	-10%

Method of Determining Monthly Sales

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 on September 1, 2016. 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. The updated monthly sales figures are available on the FCA US media website at www.media.fcanorthamerica.com.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 95th anniversary in 2020. FCA Canada is a wholly owned subsidiary of FCA US LLC, 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 and sells 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. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid and Dodge Grand Caravan (Windsor), 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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