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## FCA Canada Reports July 2017 Sales; All-time Best Month for Jeep® Brand

August 1, 2017, Windsor, Ontario - Today, FCA Canada reported July 2017 sales, led strongly by the legendary Jeep® brand, which recorded its all-time best monthly sales in Company history.

Overall, FCA Canada reported sales of 23,467 vehicles, down 3 per cent as compared with July 2016.

### Sales Highlights

The Jeep brand saw sales of 9,842 units for July 2017 – its highest monthly total in Canada in the brand's storied 75-year history. Further, that figure also represents a significant sales improvement of 36 per cent over the same month last year.

Leading the way was the mid-size Jeep Cherokee. With sales of 3,689 units, it was not only the brand's best seller, but matched its previous all-time record month, set in July 2015. Jeep Grand Cherokee - the most awarded SUV ever – also had a strong monthly performance, with sales of 1,888 units, up 69 per cent compared with sales from July 2016.

Canadian consumer interest and sales of the all-new Jeep Compass are also on the rise. The completely re-engineered, global, compact SUV recorded a 383 per cent increase in sales for July 2017 with 1,039 units sold, versus the previous model's sales of 215 sold in July 2016.

Jeep Compass expands the brand's global reach with an unmatched combination of attributes that include best-in-class 4x4 off-road capability, advanced fuel-efficient powertrains, premium and authentic Jeep design, superior on-road driving dynamics, open-air freedom, and a host of innovative safety and advanced technology offerings.

The 2017 Jeep Compass is available in four different trim configurations: Sport, North, Limited and Trailhawk.

The Canadian-made Chrysler Pacifica minivan also saw year-over-year sales gains of 16 per cent for July 2017. The all-new Pacifica and Pacifica Hybrid have garnered more than 50 awards since their debuts, including an [Altair Enlighten Award](#) for engineering achievement in weight-savings and a [J.D. Power 2017 APEAL](#) award. The latter measures how gratifying a new vehicle is to own and drive based on input from actual consumers. Chrysler Pacifica topped its class in its inaugural year.

### Sales Chart

#### FCA Canada Sales Summary July 2017

\*Reflects New Methodology

Model	Month Sales		Vol % Change	CYTD Sales		Vol % Change
	Curr Yr	Pr Yr		Curr Yr	Pr Yr	
Compass	1,039	215	383%	3,094	3,076	1%
Patriot	645	793	-19%	2,817	5,453	-48%
Wrangler	2,232	2,106	6%	10,491	12,573	-17%
Cherokee	3,689	2,737	35%	14,885	19,428	-23%
Grand Cherokee	1,888	1,114	69%	10,713	9,820	9%
Renegade	349	276	26%	2,317	2,629	-12%
<b>JEEP BRAND</b>	<b>9,842</b>	<b>7,241</b>	<b>36%</b>	<b>44,317</b>	<b>52,979</b>	<b>-16%</b>

200	12	403	-97%	2,719	4,378	-38%
300	28	152	-82%	3,263	2,932	11%
Town & Country	0	93	-100%	5	2,802	-100%
Pacifica	316	272	16%	3,666	523	601%
<b>CHRYSLER BRAND</b>	<b>356</b>	<b>920</b>	<b>-61%</b>	<b>9,653</b>	<b>10,635</b>	<b>-9%</b>
Dart	3	112	-97%	523	954	-45%
Charger	114	334	-66%	3,857	2,744	41%
Challenger	259	305	-15%	2,528	2,348	8%
Viper	2	3	-33%	32	44	-27%
Journey	1,096	1,584	-31%	8,930	9,707	-8%
Caravan	3,818	4,710	-19%	30,212	32,670	-8%
Durango	277	394	-30%	4,217	4,251	-1%
<b>DODGE BRAND</b>	<b>5,569</b>	<b>7,442</b>	<b>-25%</b>	<b>50,299</b>	<b>52,718</b>	<b>-5%</b>
Ram P/U	6,990	8,026	-13%	64,913	57,803	12%
ProMaster Van	456	143	219%	2,856	1,578	81%
ProMaster City	68	84	-19%	736	1,096	-33%
<b>RAM BRAND</b>	<b>7,514</b>	<b>8,253</b>	<b>-9%</b>	<b>68,505</b>	<b>60,477</b>	<b>13%</b>
Giulia	75	0	#DIV/0!	261	0	#DIV/0!
Alfa 4C	7	12	-42%	43	61	-30%
<b>ALFA BRAND</b>	<b>82</b>	<b>12</b>	<b>583%</b>	<b>304</b>	<b>61</b>	<b>398%</b>
500	27	88	-69%	633	616	3%
500L	1	30	-97%	33	216	-85%
500X	7	61	-89%	793	561	41%
Spider	69	72	-4%	504	72	600%
<b>FIAT BRAND</b>	<b>104</b>	<b>251</b>	<b>-59%</b>	<b>1,963</b>	<b>1,465</b>	<b>34%</b>
<b>TOTAL FCA CANADA</b>	<b>23,467</b>	<b>24,119</b>	<b>-3%</b>	<b>175,041</b>	<b>178,335</b>	<b>-2%</b>
<b>Total Car &amp; MPV</b>	<b>4,731</b>	<b>6,586</b>	<b>-28%</b>	<b>48,279</b>	<b>50,360</b>	<b>-4%</b>
<b>Total UV's</b>	<b>11,222</b>	<b>9,280</b>	<b>21%</b>	<b>58,257</b>	<b>67,498</b>	<b>-14%</b>
<b>Total Truck &amp; LCV</b>	<b>7,514</b>	<b>8,253</b>	<b>-9%</b>	<b>68,505</b>	<b>60,477</b>	<b>13%</b>

#### **\*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](http://www.media.fcanorthamerica.com).

#### **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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