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## FCA Canada Reports Strong Ram Truck Sales in October 2018

- Ram brand posted a 10 per cent sales increase over last year
- Jeep® Grand Cherokee sales up 39 per cent
- Ram 1500 truck sales up 10 per cent

November 1, 2018, Windsor, Ontario - FCA Canada today reported October 2018 sales of 14,669 vehicles.

**Jeep® Brand**
Jeep brand reported sales of 4,491 in October. Jeep Grand Cherokee led the way with 1,103 sales, an increase of 39 per cent over last year, followed by Jeep Cherokee and Jeep Compass with sales rising 3 per cent and 2 per cent, respectively. For the year, Jeep brand sales are up 7 per cent from this time in 2017. In recent Jeep news, for the ninth consecutive year Jeep® Wrangler was named “4x4/SUV of the Year” at the Specialty Equipment Market Association (SEMA) Show in Las Vegas.

**Chrysler Brand**
Chrysler brand reported sales of 400 vehicles for the month.

**Dodge Brand**
Dodge brand reported sales of 2,964 vehicles for the month. Dodge Durango sales of 444 vehicles were up 113 per cent; followed by 351 Dodge Charger sales, up 144 per cent from the prior year.

**Ram Truck Brand**
Ram truck brand reported sales of 6,677 vehicles for the month, an increase of 10 per cent compared with the previous year. The light-duty Ram 1500 was the driver with 5,329 sales, up 10 per cent. Ram pickup trucks, Ram ProMaster van and Ram ProMaster City saw increases of 9 percent, 13 per cent and 218 per cent, respectively, when compared with results from this time last year. In recent Ram brand news, the all-new 2019 Ram 1500 earned top honors as the Truck of Texas at the annual Texas Truck Rodeo, hosted by the Texas Automotive Writers Association (TAWA),

**FIAT Brand**
Fiat brand reported sales of 48 vehicles for the month, up 60 per cent from last year.

**Alfa Romeo Brand**
Alfa Romeo brand reported sales of 89 vehicles for the month. Giulia saw a 75 per cent increase with 35 sales.

**Sales Chart***

| | **Month Sales** | | **Vol %** | **CYTD Sales** | |
|---|---|---|---|---|---|
| **Model** | **Curr Yr** | **Pr Yr** | **Change** | **Curr Yr** | **Pr Yr** |
| Compass | 585 | 574 | 2% | 8,535 | 5,312 |
| Patriot | 0 | 49 | -100% | 2 | 3,004 |
| Wrangler | 1,182 | 1,766 | -33% | 22,491 | 14,452 |
| Cherokee | 1,549 | 1,501 | 3% | 20,180 | 19,843 |
| Grand Cherokee | 1,103 | 794 | 39% | 11,263 | 13,807 |
| Renegade | 72 | 162 | -56% | 1,072 | 2,810 |
| **JEEP BRAND** | **4,491** | **4,846** | **-7%** | **63,543** | **59,228** |
| 200 | 0 | 73 | -100% | 0 | 2,840 |
| 300 | 184 | 272 | -32% | 3,434 | 3,714 |

| | | | | | |
|---|---|---|---|---|---|
| Town & Country | 0 | 0 | 0 | 0 | 5 |
| Pacifica | 216 | 457 | -53% | 5,543 | 5,106 |
| **CHRYSLER BRAND** | **400** | **802** | **-50%** | **8,977** | **11,665** |
| Dart | 0 | 0 | 0 | 4 | 533 |
| Charger | 351 | 144 | 144% | 4,709 | 4,242 |
| Challenger | 110 | 359 | -69% | 2,076 | 3,253 |
| Viper | 2 | 1 | 100% | 8 | 50 |
| Journey | 274 | 1,440 | -81% | 5,287 | 11,780 |
| Caravan | 1,783 | 3,176 | -44% | 29,249 | 39,947 |
| Durango | 444 | 208 | 113% | 6,312 | 5,596 |
| **DODGE BRAND** | **2,964** | **5,328** | **-44%** | **47,645** | **65,401** |
| Ram P/U | 6,310 | 5,794 | 9% | 74,430 | 86,482 |
| ProMaster Van | 278 | 247 | 13% | 3,638 | 3,822 |
| ProMaster City | 89 | 28 | 218% | 490 | 853 |
| **RAM BRAND** | **6,677** | **6,069** | **10%** | **78,558** | **91,157** |
| Giulia | 35 | 20 | 75% | 468 | 416 |
| Alfa 4C | 3 | 4 | -25% | 46 | 59 |
| Alfa Stelvio | 51 | 112 | -54% | 767 | 195 |
| **ALFA BRAND** | **89** | **136** | **-35%** | **1,281** | **670** |
| 500 | 15 | 15 | 0% | 247 | 765 |
| 500L | 1 | 1 | 0% | 13 | 41 |
| 500X | 2 | 3 | -33% | 71 | 836 |
| Spider | 30 | 11 | 173% | 265 | 581 |
| **FIAT BRAND** | **48** | **30** | **60%** | **596** | **2,223** |
| **TOTAL FCA CANADA** | **14,669** | **17,211** | **-15%** | **200,600** | **230,344** |

***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 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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