

## FCA Canada Reports Best March Sales Since 2000

- 25,862 vehicles sold; an increase of 3 per cent over March 2015 sales
- Best March sales month since 2000
- March sales records set for Jeep® brand and Cherokee
- Jeep Grand Cherokee sales soar 53 per cent
- Dodge and Chrysler minivan sales up 24 per cent

April 1, 2016, Windsor, Ontario - FCA Canada today reported a total of 25,862 vehicles sold in March 2016, representing a 3 per cent lift as compared with March 2015 sales of 25,060. The Jeep brand continues to lead this sales growth. FCA Canada remains the top-selling automaker in the country through the first three months of the year.

"Minivan and Jeep sales gains were the key contributors to our March results," said Dave Buckingham, Chief Operating Officer, FCA Canada. "We have led the Minivan segment for more than 30 years and are proud to reinvent it with our all-new Chrysler Pacifica providing an unprecedented level of functionality, technology and performance."

### Sales Highlights:

Jeep Brand sales were up 36 per cent, with 7,807 units sold, compared with 5,735 sold in March of 2015, marking a monthly sales record. The sales leader for the brand was once again Jeep Cherokee, setting another monthly record with 2,836 units sold, compared with 2,173 in March of 2015.

Jeep Grand Cherokee sales soared 53 per cent in March of 2016 with 1,395 units sold compared with 911 in March of 2015. With the Jeep brand expanding its Grand Cherokee lineup, as announced at the New York International Auto Show last week, we're positioned for even further growth within this segment. The 2017 Grand Cherokee Trailhawk is the most capable factory-produced Grand Cherokee ever featuring a host of functional features that result in an increased level of off-road 4x4 capability. Jeep also introduced the 2017 Grand Cherokee Summit, bringing a new exterior appearance, a plush new interior with hand-crafted leather and even more standard premium features for consumers looking for the ultimate luxury full-size SUV. The new 2017 Grand Cherokee Trailhawk and 2017 Grand Cherokee Summit models arrive in Jeep showrooms in late summer.

FCA Canada minivan sales were up 24 per cent in March 2016 with 4,385 units reported; compared with 3,529 in March 2015. Last year in Canada, minivans accounted for 19 per cent of FCA sales and a commanding 67 per cent of the overall minivan marketplace. We are proud to have been the Minivan sales leader every year since we launched our first Minivan back in 1983. There is no other vehicle in the marketplace that moves people and their belongings better. The current Dodge Grand Caravan will continue to be built alongside the all-new 2017 Chrysler Pacifica at the Windsor Assembly Plant.

### Sales Charts:

#### MONTH

March	March 2016	March 2015	% Change
Total Volume	25,862	25,060	3%

<b>Model Highlights</b>	<b>March 2016</b>	<b>March 2015</b>	<b>% Change</b>	
Jeep Cherokee	2,836	2,173	<b>31%</b>	Record March Sales
Jeep Grand Cherokee	1,395	911	<b>53%</b>	
Dodge & Chrysler	4,385	3,529	<b>24%</b>	
Minivan				
Jeep Brand	7,807	5,735	<b>36%</b>	Record March Sales

#### **CYTD**

<b>CYTD Sales</b>	<b>March 2016</b>	<b>March 2015</b>	<b>% Change</b>
Total Volume	62,831	61,825	<b>2%</b>

<b>Model Highlights</b>	<b>March 2016</b>	<b>March 2015</b>	<b>% Change</b>
Jeep Cherokee	7,586	5,050	<b>50%</b>
Jeep Grand Cherokee	3,474	2,287	<b>52%</b>
Total Jeep Brand	18,883	14,020	<b>35%</b>

#### **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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