

## **FCA Canada Reports Best Start to a Year on Record**

- Canadian-built Dodge Grand Caravan sales surge 43 per cent, setting a new June record
- Jeep brand posts a June sales record, marking a streak of nine consecutive monthly sales records for the brand
- June sales records set by Jeep Cherokee, Dodge Challenger and Ram truck
- Halfway through 2016, best calendar year-to-date sales on record with 152,439 vehicles sold
- Number one-selling automaker in Canada in 2016

July 4, 2016, Windsor, Ontario - FCA Canada today reported a total of 27,776 vehicles sold in June 2016, representing a 2 per cent increase compared with June 2015 sales of 27,217. Through the first six months of this year, FCA Canada has sold 152,439 vehicles, representing the best start to any year on record and maintaining FCA Canada's position as the top-selling automaker in the country.

"At the mid-year point, FCA Canada is on pace for another record-setting sales year," said Dave Buckingham, Chief Operating Officer, FCA Canada. "Ram Truck and Dodge Grand Caravan are among the top five best-selling vehicles in Canada, providing Canadians the functionality and value that they're looking for."

### **Sales Highlights:**

The Jeep brand posted a monthly sales record in June with 7,693 units sold, an increase of 11 per cent compared with 6,931 sold in June 2015. Jeep Cherokee led the way, establishing a new June sales record with 2,810 units sold, marking an increase of 19 per cent over 2,361 sold in June 2015.

Earlier this year, the new 2016 Jeep Cherokee Overland was announced. A more premium trim level, it expands the mid-size SUV's lineup to deliver consumers a new level of luxury, sophisticated styling, a well-appointed interior, a long list of premium standard features and legendary Jeep capability. Cherokee Overland is available now.

The Dodge Challenger, built in Canada at the Brampton Assembly Plant, set an all-time monthly sales record in June with 374 sold, an increase of 15 per cent as compared with 326 sold in the same month one year ago. For a third consecutive year and the fourth time in six years, Dodge Challenger ranked at the top of the Midsize Sporty Car segment in J. D. Power's 2016 U.S. Initial Quality Study (IQS). IQS is based on responses from more than 80,000 purchasers and lessees of new 2016 model-year vehicles surveyed after 90 days of ownership. The study asks customers to identify issues with their vehicles' design, as well as defects.

Dodge Grand Caravan – Canada's number-one selling minivan – also set a June sales record. A total of 6,165 units were sold, up from 4,323 in June 2015. Dodge Grand Caravan is built alongside the all-new Chrysler Pacifica at the Windsor Assembly Plant. Chrysler Town & Country ranked highest among minivans in the IQS study, with Dodge Grand Caravan taking second place in the segment.

The Ram pickup truck reported 8,601 sales last month, marking an increase of 1 per cent over 8,526 units sold in June 2015. These results represent a monthly sales record for Ram Pickup.

Earlier this month, Ram Truck and Mopar announced the introduction of the Mopar '16 Ram Rebel, the most recent limited-edition vehicle created using a unique selection of performance parts and accessories. The Mopar '16 Ram Rebel will feature a limited production of just 100 vehicles for the Canadian market. Upgrades include 17-inch satin black wheels, black front bumper and skid plate, wheel flares, serialized badge, special Mopar graphics and more.

## Sales Charts:

### MONTH

June	June 2016	June 2015	% Change	
Total Volume	27,776	27,217	2%	Record June Sales

Model Highlights	June 2016	June 2015	% Change	
Ram Pickup	8,601	8,526	1%	Record June Sales
Dodge Grand Caravan	6,165	4,323	43%	Record June Sales
Jeep Cherokee	2,810	2,361	19%	Record June Sales
Dodge Challenger	374	326	15%	Record June Sales
Jeep Brand	7,693	6,931	11%	Record June Sales

### CYTD

CYTD Sales	June 2016	June 2015	% Change	
Total Volume	152,439	148,132	3%	Best CYTD start

Model Highlights	June 2016	June 2015	% Change	
Ram Pickup	48,462	46,098	5%	#2 selling vehicle in Canada
Dodge Grand Caravan	27,538	21,483	28%	#4 selling vehicle in Canada
Jeep Cherokee	16,750	13,443	25%	
Jeep Grand Cherokee	8,487	5,540	53%	
Total Ram Brand	51,460	50,262	2%	
Total Jeep Brand	45,497	37,964	20%	

### **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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