

FCA Canada Reports July 2016 Sales

August 3, 2016, Windsor, Ontario - FCA Canada today reported sales of 24,669 units, down 14 per cent compared with sales in July 2015 of 28,534. Through the year, total sales of 178,066 units, are up 1.2 per cent compared with 175,968 sold during the same time last year.

FCA Canada retail sales of 20,886 were down 16 per cent in July, while fleet sales of 3,783 were up 2 per cent year over year.

Sales Highlights:

Year over year, Jeep brand continues to resonate with consumers with 53,183 sales so far this year in Canada, compared with 46,258 sold over the same timeframe in 2015. Born in 1941, the Jeep® brand celebrates 75 years of 4x4 leadership, military history, and open-air freedom and adventure in 2016. To date in 2016, Jeep brand sales account for 30 per cent of FCA Canada total sales. There were 2,094 Jeep Wrangler sales in July, an increase of 5 per cent compared with 1,996 sold in July of 2015.

All three products built at FCA's Brampton Assembly Plant (BAP), saw year-over-year sales gains in July 2016. The Chrysler 300 sedan was up 384 per cent, while the Dodge Challenger and Dodge Charger were up 67 and 111 per cent respectively. Customer demand remains high for Dodge Challenger and Dodge Charger SRT Hellcat models, which are powered by a 707-horsepower 6.2-litre Supercharged HEMI SRT Hellcat V-8 engine.

Canada's best-selling minivan, Dodge Grand Caravan, held its leadership position with 4,964 sales, an increase of 6 per cent compared with 4,689 sold in the same month, one year ago. Dodge Grand Caravan is the most affordable minivan in Canada and continues its tradition of offering customers style, versatility and added features at an outstanding value.

New additions to the FCA Canada lineup this year continue to arrive at dealerships across the country including the all-new, Windsor-built Chrysler Pacifica, which has more safety features than any other vehicle in the segment, and the iconic Fiat 124 Spider, with its classic Italian design and proven performance.

The July 2016 FCA Canada Sales numbers were calculated using a new sales reporting methodology, similar to that which was implemented by FCA US LLC and outlined in an explanatory note issued on July 26, 2016, as modified to reflect differences in the Canadian sales reporting process. 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 as the NVDR system deployed to FCA Canada dealers does not have the capacity to record "unwinds" automatically. 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.

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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