

## **FCA Canada December and Full-year 2016 Sales**

- Ram Truck brand sales increased 10 per cent in December 2016
- Jeep® brand sales increased 4 per cent in calendar year 2016
- Double-digit calendar-year sales increases for Jeep Grand Cherokee, Dodge Durango, Dodge Grand Caravan and Dodge Challenger

January 4, 2017, Windsor, Ontario - FCA Canada today reported December 2016 total sales of 18,870, down 11 per cent as compared with December 2015 sales (21,281). Retail sales were 14,445 units, down 7 per cent from the same month one year ago. December fleet sales were 4,425 units, down 23 per cent from December 2015. Retail sales represented 77 per cent of total December sales, while fleet sales were 23 per cent.

For the full 2016 calendar year, FCA Canada sales were 278,729 units, down 4 per cent as compared with full-year 2015 sales (291,166). Retail sales represented 74 per cent of total 2016 sales, while fleet sales were 26 per cent.

### **Monthly Sales Highlights**

For the month of December 2016, the Ram Truck brand saw its overall sales increase 10 per cent, versus the same month a year prior. Sales of Ram pickup trucks, specifically, rose 7 per cent to 6,309 units, versus 5,874 sold in December 2015. Another highlight for the brand was sales of ProMaster, Ram Commercial's entry for the Class 2 full-size van segment, which increased 122 per cent in December 2016, versus the same month last year.

For the Dodge brand, the Durango led month-over-month sales increases with 352 units sold, a growth of 75 per cent versus December 2015. The made-in-Canada Dodge Challenger muscle coupe also saw a sales increase of 53 per cent in December 2016, compared with the same month last year.

### **Full-year Sales Highlights**

Jeep® saw its total brand sales rise 4 per cent in 2016 to 83,086 units. Standout models included Jeep Grand Cherokee, with sales up an impressive 30 per cent versus 2015. Jeep Cherokee sales were up 1 per cent and, in its first full calendar year of sale, Jeep Renegade saw sales up 75 per cent.

The highlight for the Chrysler brand in 2016 was the launch of the all-new, Canadian-made 2017 Chrysler Pacifica. The most awarded minivan of 2016, it delivers unparalleled levels of functionality, versatility, technology and bold styling. Pacifica Hybrid is also the industry's first electrified minivan, returning fuel economy as good as 2.6Le/100km (109 MPGe Imperial) in the city. Built exclusively at the [Windsor Assembly Plant](#), 2,560 Pacificas were sold in Canada in 2016 and 62,366 in the U.S. marketplace.

Ram Truck had a successful 2016 with 89,666 pickups sold (virtually flat versus 2015). Part of Canada's longest-lasting line of pickups, Ram 1500 remains Canada's most fuel-efficient full-size pickup with the exclusive 3.0-litre EcoDiesel V-6 engine returning 8.0 L/100 km (35 mpg) highway. Ram Commercial's ProMaster full-size van, with segment exclusive front-wheel drive, also saw its annual sales increase 2 per cent.

Durango leads the calendar-year 2016 sales highlights for the Dodge brand, up a noteworthy 73 per cent, versus 2015. Further, a pair of Canadian-made Dodge products saw 2016 sales increases: offering unparalleled value and features, the Windsor-made Dodge Grand Caravan saw sales increase 10 per cent to 51,513 units. Meanwhile, sales of the Brampton, Ontario-built Dodge Challenger muscle coupe saw a sales increase of 18 per cent to 3,158 units.

## **FCA CANADA Sales Summary December 2016**

**\*Reflects New Methodology**

Model	Month Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	482	243	98%	4,252	3,715	14%
Patriot	1,042	516	102%	9,026	9,359	-4%
Wrangler	770	1,338	-42%	18,505	20,751	-11%
Cherokee	2,115	2,906	-27%	32,250	31,856	1%
Grand Cherokee	860	954	-10%	15,091	11,573	30%
Renegade	258	309	-17%	3,962	2,266	75%
<b>JEEP BRAND</b>	<b>5,527</b>	<b>6,266</b>	<b>-12%</b>	<b>83,086</b>	<b>79,520</b>	<b>4%</b>
200	330	616	-46%	6,919	11,059	-37%
300	173	426	-59%	3,662	4,428	-17%
Town & Country	10	543	-98%	2,910	8,997	-68%
Pacifica	261	0	New	2,560	0	New
<b>CHRYSLER BRAND</b>	<b>774</b>	<b>1,585</b>	<b>-51%</b>	<b>16,051</b>	<b>24,484</b>	<b>-34%</b>
Dart	93	168	-45%	1,424	3,103	-54%
Avenger	0	0		0	8	-100%
Charger	212	225	-6%	3,738	4,505	-17%
Challenger	135	88	53%	3,158	2,671	18%
Viper	8	2	300%	62	107	-42%
Journey	1,303	2,175	-40%	16,883	25,530	-34%
Caravan	3,480	4,069	-14%	51,513	46,729	10%
Durango	352	201	75%	6,266	3,620	73%
<b>DODGE BRAND</b>	<b>5,583</b>	<b>6,928</b>	<b>-19%</b>	<b>83,044</b>	<b>86,273</b>	<b>-4%</b>
Ram P/U	6,309	5,874	7%	89,666	89,908	0%
Cargo Van	0	1	-100%	0	837	-100%
ProMaster Van	317	143	122%	2,623	2,564	2%
ProMaster City	210	210	0%	1,819	1,986	-8%
<b>RAM BRAND</b>	<b>6,836</b>	<b>6,228</b>	<b>10%</b>	<b>94,108</b>	<b>95,295</b>	<b>-1%</b>
Alfa 4C	2	4	-50%	85	93	-9%
<b>ALFA BRAND</b>	<b>2</b>	<b>4</b>	<b>-50%</b>	<b>85</b>	<b>93</b>	<b>-9%</b>
500	81	131	-38%	1,028	2,965	-65%
500L	18	84	-79%	303	1,927	-84%
500X	29	55	-47%	766	609	26%
Spider	20	0	New	258	0	New
<b>FIAT BRAND</b>	<b>148</b>	<b>270</b>	<b>-45%</b>	<b>2,355</b>	<b>5,501</b>	<b>-57%</b>
<b>TOTAL FCA CANADA</b>	<b>18,870</b>	<b>21,281</b>	<b>-11%</b>	<b>278,729</b>	<b>291,166</b>	<b>-4%</b>
<b>Total Car &amp; MPV</b>	<b>4,823</b>	<b>6,356</b>	<b>-24%</b>	<b>77,620</b>	<b>86,592</b>	<b>-10%</b>
<b>Total UV's</b>	<b>7,211</b>	<b>8,697</b>	<b>-17%</b>	<b>107,001</b>	<b>109,279</b>	<b>-2%</b>
<b>Total Truck &amp; LCV</b>	<b>6,836</b>	<b>6,228</b>	<b>10%</b>	<b>94,108</b>	<b>95,295</b>	<b>-1%</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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