

## Record Ram and Jeep® Brand Sales Fuel FCA Canada's Strong July Results

- 68 consecutive months of year-over-year sales growth – longest growth streak in Company's history
- 28,611 vehicles sold, up 2 per cent from July 2014
- All-time sales record set for Jeep® Cherokee, Ram pickup trucks and Ram brand
- July sales records set for Jeep brand

August 4, 2015, Windsor, Ontario - FCA Canada Inc. today reported July 2015 sales of 28,611 vehicles, compared with 28,007 vehicles sold in July 2014. These results mark a year-over-year increase of 2 per cent and represent the best year-to-date sales through July in the Company's history, which dates back to June 17, 1925. These sales figures maintain FCA Canada's position as the number one seller of new vehicles in the country through July.

"July 2015 marks the highest calendar-year-to-date sales at FCA Canada in our 90-year history," said Dave Buckingham, Chief Operating Officer, FCA Canada. "Double-digit increases in Jeep® and Ram brand sales for both the month and year have been a contributing factor in our overall sales growth."

### Sales Highlights

The Jeep brand set a July record in 2015 with 8,348 vehicles sold, compared with 6,900 sold in July 2014. These results mark the 17th month of consecutive year-over-year sales gains for the Jeep brand. Jeep Cherokee once again led the brand as the top seller with 3,426 sales, which is an increase of 78 per cent from 1,930 sales reported in July 2014. The 2015 Jeep Cherokee competes in the mid-size SUV segment, which is the largest SUV segment in Canada with roughly 260,000 sales in 2014.

Jeep Cherokee customers appreciate the SUV's class-leading capability with three innovative 4x4 systems, best-in-class towing of 2,041kg (4,500lb), fuel economy as good as 7.7L/100km (37 mpg) highway, evolutionary design and exceptional value with an MSRP starting at \$24,495.

The Ram brand reported 10,057 trucks sold for the month. Looking specifically at Ram pickup truck sales within the full Ram brand line-up, there were 9,478 sold in July 2015, compared with 8,095 trucks sold in July 2014. These results represent a 17 per cent year-over-year increase and mark an all-time sales record for both the Ram brand and Ram pickup trucks.

The first 2016 Ram 3500 Heavy Duty with a ground-stomping, best-in-class 900 lb.-ft. of torque rolled off the line at FCA's [Saltillo Truck Assembly Plant](#) in July.

After a brief summer shutdown at the [Windsor Assembly Plant](#), employees continue to build world-class Dodge Grand Caravan and Chrysler Town & Country minivans.

For the month of July, there were 620 Chrysler Town & Country minivans sold, which represents a 38 per cent year-over-year increase.

To celebrate the Chrysler brand's 90th year, the brand is producing limited-edition 90th Anniversary models that offer more standard equipment and value for customers. The Chrysler Town & Country 90th Anniversary Edition builds on the Touring-L model by adding a power sunroof, heated steering wheel and hands-free communication with Bluetooth® streaming audio. To complete the unique package, this limited-edition model also features an "Anniversary Edition" logo on the radio splash screen and floor mats.

### Sales Charts

| <b>July</b>             | <b>July 2015</b> | <b>July 2014</b> | <b>% Change</b> |                       |
|-------------------------|------------------|------------------|-----------------|-----------------------|
| Total Volume            | 28,611           | 28,007           | 2%              | Record July Sales     |
| <b>Model Highlights</b> | <b>July 2015</b> | <b>July 2014</b> | <b>% Change</b> |                       |
| Ram Pick-up             | 9,478            | 8,095            | 17%             | All Time Record Sales |
| Jeep Cherokee           | 3,426            | 1,930            | 78%             | All Time Record Sales |
| Total Ram Brand         | 10,057           | 8,613            | 17%             | All Time Record Sales |
| Total Jeep Brand        | 8,348            | 6,900            | 21%             | Record July Sales     |

#### **CYTD**

| <b>CYTD Sales</b>       | <b>July 2015</b> | <b>July 2014</b> | <b>% Change</b> |                                   |
|-------------------------|------------------|------------------|-----------------|-----------------------------------|
| Total Volume            | 176,743          | 174,599          | 1%              | Best July CYTD in company history |
| <b>Model Highlights</b> | <b>July 2015</b> | <b>July 2014</b> | <b>% Change</b> |                                   |
| Ram Pickup              | 55,576           | 50,933           | 9%              | #2 selling vehicle in Canada      |
| Jeep Cherokee           | 16,869           | 12,209           | 38%             |                                   |
| Total Ram Brand         | 60,319           | 54,875           | 10%             |                                   |
| Total Jeep Brand        | 46,312           | 40,193           | 15%             |                                   |

#### **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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