

FCA Canada Inc. Reports Highest Sales Through August on Record

- 69 consecutive months of year-over-year sales growth – longest growth streak in Company's history
- 26,928 vehicles sold, up 0.4 per cent from August 2014
- All-time sales record set for Jeep® Cherokee
- August sales records set for Jeep Patriot, Dodge Journey, Chrysler 200 and Chrysler Town & Country
- Jeep brand breaks August record with 7,853 sales

September 1, 2015, Windsor, Ontario - FCA Canada Inc. today reported August 2015 sales of 26,928, compared with 26,825 vehicles sold in August 2014. These results mark a year-over-year increase of 0.4 percent and represent the best year-to-date sales through August in the Company's history. These sales figures maintain FCA Canada's position as the number one seller of new vehicles in the country through August.

"We are on pace for 2015 to have the best sales year in our 90-year history," said Dave Buckingham, Chief Operating Officer, FCA Canada. "The Jeep® brand is delivering extremely strong sales around the globe. Already in Canada, we are nearing our record full-year 2014 results, with another four months of the year yet to go."

Sales Highlights

The Jeep brand is headed for another record-breaking year, with 2015 calendar-year-to-date sales up 14 per cent over last year's record total. For the month of August 2015, a new record was set thanks to 7,853 vehicles sold, compared with 7,192 sold in August 2014. These results mark the 18th month of consecutive year-over-year sales gains for the Jeep brand.

Throughout 2015, Jeep Cherokee has been the sales leader within the brand. For the month of August 2015, 3,469 Jeep Cherokee SUVs were sold, compared with 2,038 sold in August 2014. This represents a 70 per cent increase and sets an all-time record for Jeep Cherokee. Also, within the Jeep brand, Patriot sales soared in August with a 92 per cent increase thanks to 1,021 units being sold, compared with 533 sold in August 2014.

Jeep Patriot is the most affordable SUV in Canada and is the most capable off-road vehicle in its class. With legendary Jeep capability and style, fuel economy as good as 7.8 L/100 km (36 mpg) highway, more than 30 available safety and security features and value pricing starting at an MSRP of \$18,495, Jeep Patriot delivers exceptional value for consumers.

The Chrysler Town & Country saw its sales rise 10 per cent in August 2015 with 1,585 minivans sold, compared with 1,439 sold in the same month of 2014. After more than 30 years on the market, the Windsor-built Chrysler and Dodge minivans continue to dominate the segment. Canadian consumers value the space, versatility, entertainment options, flexible seating and storage solutions, as well as the value pricing and fuel efficiency these vehicles provide.

Dodge Journey set an August record with 3,020 sales in 2015, compared with 2,008 in August 2014. This represents an increase of 50 per cent and marks an August sales record. Dodge Journey offers Canadian drivers class-leading versatility with a choice of four- or six-cylinder engines, five- or seven-passenger seating and front- (FWD) or all-wheel drive (AWD).

Sales Charts

Model Highlights	August 2015	August 2014	% Change	
Jeep Cherokee	3,469	2,038	70%	All Time Record

Dodge Journey	3,020	2,008	50%	Record August
Jeep Patriot	1,021	533	92%	Record August
Chrysler Town & Country	1,585	1,439	10%	Record August
Chrysler 200	1,138	1,100	3%	Record August
Jeep Brand	7,853	7,192	9%	Record August

CYTD

CYTD Sales	August 2015	August 2014	% Change	
Total Volume	203,671	201,424	1%	CYTD Record 5

Model Highlights	August 2015	August 2014	% Change	
Ram Pickup	62,487	58,617	7%	#2 selling vehicle in
Jeep Cherokee	20,338	14,247	43%	
Chrysler 200	8,348	6,914	21%	
Ram Brand	67,626	63,125	7%	
Total Jeep Brand	54,165	47,385	14%	

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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