

## FCA Canada Reports Best October Sales Since 1987

- 71 consecutive months of year-over-year sales growth – longest growth streak in Company's history
- 22,384 vehicles sold, up 0.4 per cent from October of 2014
- October sales records set for Jeep and Ram brands; as well as Jeep Cherokee, Wrangler and Ram Trucks
- Jeep Renegade sales up 19 per cent, month-over-month

November 3, 2015, Windsor, Ontario - FCA Canada Inc. today reported October 2015 sales of 22,384, compared with 22,303 vehicles sold in October of 2014. These results mark a year-over year increase of 0.4 per cent and represent the best year-to-date sales through October in the Company's history. Additionally, these sales figures maintain FCA Canada's position as the number one seller of new vehicles in the country through October.

"As we head into the final months of 2015, we are on track to reach our highest annual sales levels ever," said Dave Buckingham, Chief Operating Officer, FCA Canada. "Our Jeep and Ram brands continue to set record monthly sales with exceptional year-over year increases for Jeep Cherokee and Ram Trucks."

### Sales Highlights:

The Jeep brand is headed for another record breaking year, with 2015 calendar-year-to-date sales up 12 per cent over last year's record total at this time of year. Leading the October sales success for the brand was Jeep Cherokee, where an increase of 43 per cent was reported which represents 2,964 sales, compared with 2,067 sales in October of 2014. These results mark an October sales record. Jeep Cherokee offers the industry's first 9-speed automatic transmission and best-in-class 4x4 towing of up to 2,041 kg (4,500 lb).

Also within the Jeep family, Wrangler sales saw an increase of 10 per cent in October 2015 with 1,495 sales, compared with 1,360 sold in October of 2014. These results also mark an October sales record. With a legacy that spans more than 70 years, Jeep Wrangler has the ability to go-anywhere and do-anything and is the most capable off-road vehicle in its class.

Another October highlight for the Jeep brand comes from the all-new Jeep Renegade. Introduced earlier this year, Jeep Renegade encapsulates the fun-and-freedom lifestyle of the Jeep brand. It was voted one of Ward's 10 Best Interiors for 2015 and stands as Canada's most capable small SUV ever. Jeep Renegade saw its sales rise 19 per cent in October 2015 with 312 units sold, compared with 263 vehicles sold the month prior.

For the Ram brand, October 2015 marked a sales record with an 8 per cent improvement over the previous sales record of 6,912. Looking specifically at Ram pickup truck sales within the full Ram brand line-up, there were 6,979 sold in October 2015, compared with 6,448 trucks sold in October 2014. These results represent an 8 per cent year-over-year increase and set an October sales record for both the Ram brand and Ram trucks.

The 2016 Ram 1500 EcoDiesel recently earned the overall 2016 Canadian Truck King title by claiming the top spot in the Full-Size Pickup Truck category and, moreover, by out-scoring 13 other pickups, mid- and full-size vans in the competition - including new and refreshed light-duty domestic truck competitors. This represents a back-to-back win for Ram 1500 EcoDiesel, as light-duty pickups last faced off in the 2014 edition of this acclaimed event.

### Sales Charts:

October	October 2015	October 2014	% Change
Total Volume	22,384	22,303	0.4%

<b>Model Highlights</b>	<b>October 2015</b>	<b>October 2014</b>	<b>% Change</b>	
Ram Pickup	6,979	6,448	<b>8%</b>	Record October Sales
Jeep Cherokee	2,964	2,067	<b>43%</b>	Record October Sales
Jeep Wrangler	1,495	1,360	<b>10%</b>	Record October Sales
Ram Brand	7,502	6,912	<b>9%</b>	Record October Sales
Jeep Brand	6,509	5,561	<b>17%</b>	Record October Sales

### **CYTD**

<b>CYTD Sales</b>	<b>October 2015</b>	<b>October 2014</b>	<b>% Change</b>	
Total Volume	250,062	247,469	<b>1%</b>	CYTD Record Sales

<b>Model Highlights</b>	<b>October 2015</b>	<b>October 2014</b>	<b>% Change</b>	
Ram Pickup	77,915	71,657	<b>9%</b>	#2 selling vehicle in Canada
Jeep Cherokee	26,125	18,469	<b>41%</b>	
Ram Brand	84,060	77,170	<b>9%</b>	
Total Jeep Brand	67,082	59,728	<b>12%</b>	

### **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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