

FCA Canada Reports All-time Record Sales Year for Both Ram Brand and Ram Pickup Trucks

January 3, 2018, Windsor, Ontario - FCA Canada today reported both December and full-year sales, closing the books on 2017 with an all-time record year for Ram brand, as well as Ram pickup trucks.

December 2017 FCA Canada sales of 17,654 vehicles were down 6 per cent when compared with results from December 2016. For the month, a sales record was achieved for Chrysler Pacifica.

In full-year 2017, Ram was the record-setting sales leader for FCA Canada, with figures exceeding 100,000 units and surpassing last year's full-year numbers by 10 per cent. Overall, 2017 calendar-year sales for FCA Canada were 267,052 units, down 4 per cent compared with full-year 2016 sales of 278,729.

December 2017 Sales Highlights

December 2017 was a strong month for Jeep® products. Grand Cherokee, which recently debuted the world's fastest SUV in the form of the 707-horsepower [Trackhawk](#), saw sales of 1,438 units in December 2017, up 67 per cent from 12 months prior (860 units). The compact Jeep Compass - completely redesigned for 2017 – saw monthly sales of 603, up 25 per cent versus sales of 482 in December 2016. Built on over 75 years of legendary 4x4 heritage, the iconic Jeep Wrangler sales were up 36 per cent with 1,047 units sold, compared with 770 vehicles sold in the same month, one year ago.

Recently announced as a repeat winner by AutoTRADER.ca as their [Top Pick for Minivan](#), Chrysler Pacifica reached record sales for the month of December. The Canadian-built minivan achieved 638 sales, up 144 per cent compared with sales from the same month last year.

Alfa Romeo continues to design and craft some of the most stunning and exclusive cars in automotive history, all while building on a racing heritage that includes some of the most talented and storied drivers and victories.

The Alfa Romeo brand saw its best month since launch with 352 sales in December 2017. Strong sales results came from both the Stelvio and Giulia. The 2018 Alfa Romeo Stelvio sets a new benchmark in performance, style and technology in an SUV that could only be Italian; while the Alfa Romeo Giulia delivers race-inspired performance, advanced technologies, seductive Italian style and an exhilarating driving experience to the premium mid-size sedan segment.

Full-year Sales Highlights

Ram brand finished 2017 strongly with a hat-trick of sales claims: the best sales year on record for the brand overall (103,843 units, versus 94,108 in 2016), the best year ever for pickup truck sales (98,465 units, versus 89,666 in 2016), and Ram pickup truck as the second highest selling vehicle in Canada for the year. On the commercial side, ProMaster vans continue to gain traction, with year-over-year sales up a notable 65 per cent.

In a uniquely Canadian sales story, all three of the products manufactured at Ontario's [Brampton Assembly Plant](#) (BAP) saw their sales rise in 2017, versus 2016. On the Dodge brand side, Challenger and Charger sales were up 8 and 30 per cent, respectively, while Chrysler 300 was up 18 per cent.

Also made in Canada, the segment-leading Chrysler Pacifica minivan saw a noteworthy 142 per cent increase in sales, calendar-year 2017 versus 2016. Momentum continues to build behind the most awarded minivan of 2016 and 2017. When combined with Dodge Grand Caravan sales, FCA maintains its 35-plus-year claim of leading minivan sales in Canada.

Sales Chart

Canada Sales Summary DECEMBER 2017

Model	Month Sales		Vol % Change	CYTD Sales		Vol % Change
	Curr Yr	Pr Yr		Curr Yr	Pr Yr	
Compass	603	482	25%	6,443	4,381	47%
Patriot	5	1,042	-100%	3,009	8,897	-66%
Wrangler	1,047	770	36%	17,296	18,505	-7%
Cherokee	2,027	2,115	-4%	23,702	32,250	-27%
Grand Cherokee	1,438	860	67%	16,877	15,091	12%
Renegade	96	258	-63%	3,015	3,962	-24%
JEEP BRAND	5,216	5,527	-6%	70,342	83,086	-15%
200	1	330	-100%	2,842	6,919	-59%
300	494	173	186%	4,332	3,662	18%
Town & Country	0	10	-100%	5	2,910	-100%
Pacifica	638	261	144%	6,185	2,560	142%
CHRYSLER BRAND	1,133	774	46%	13,364	16,051	-17%
Dart	0	93	-100%	533	1,424	-63%
Charger	494	212	133%	4,862	3,738	30%
Challenger	101	135	-25%	3,422	3,158	8%
Viper	0	8	-100%	51	62	-18%
Journey	966	1,303	-26%	13,745	16,883	-19%
Caravan	3,283	3,480	-6%	46,933	51,513	-9%
Durango	480	352	36%	6,505	6,266	4%
DODGE BRAND	5,324	5,583	-5%	76,051	83,044	-8%
Ram P/U	5,273	6,309	-16%	98,465	89,666	10%
ProMaster Van	239	317	-25%	4,320	2,623	65%
ProMaster City	57	210	-73%	1,058	1,819	-42%
RAM BRAND	5,569	6,836	-19%	103,843	94,108	10%
Giulia	156	0	NEW	596	0	NEW
Alfa 4C	1	2	-50%	62	85	-27%
Alfa Stelvio	195	0	NEW	455	0	NEW
ALFA BRAND	352	2	17500%	1,113	85	1209%
500	38	81	-53%	840	1,027	-18%
500L	0	18	-100%	42	304	-86%
500X	11	29	-62%	856	766	12%
Spider	11	20	-45%	601	258	133%
FIAT BRAND	60	148	-59%	2,339	2,355	-1%
TOTAL FCA CANADA	17,654	18,870	-6%	267,052	278,729	-4%

*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.

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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