

FCA Canada Reports 2019 January Sales Gains for Ram Truck Brand

February 1, 2019, Windsor, Ontario - FCA Canada reported 14,191 vehicles sold for the month of January 2019, up 19 per cent from the prior month (December 2018). The Company continues its strategy of reducing sales to the daily rental segment.

Jeep® Brand

Jeep brand reported sales of 4,664 vehicles for the month of January. The top year-over-year performer for the brand was Jeep Compass with 816 sales, an increase of 51 per cent in total sales. At the retail level, Jeep Compass sales of 812 were 85 per cent above the amount sold in January 2018 (440). Jeep Grand Cherokee saw its total sales rise 13 per cent with 1,155 vehicles.

Chrysler Brand

Chrysler brand reported 389 sales for the month.

Dodge Brand

Dodge brand reported 3,183 sales for the month. Built in Brampton, Dodge Challenger sales of 270 were up 184 per cent from the same month last year. Dodge Durango sales of 700 were up 74 per cent compared with sales from January 2018.

Ram Truck Brand

Ram brand reported 5,880 sales for the month, up 9 per cent from the prior year. There were 4,804 Ram 1500 pickup trucks sold in January 2019, up 20 per cent from the same month, one year ago. Ram 1500 was recently named “[North American Truck of the Year](#)” at the North American International Auto Show, where it also unveiled its redesigned [2019 heavy-duty Ram 2500 and 3500](#) pickup trucks.

Alfa Romeo Brand

Alfa Romeo brand reported 39 sales for the month.

Fiat Brand

Fiat brand reported 36 sales for the month. Fiat Spider sales of 16 are up 23 per cent from the same month in 2018.

Sales Chart

Model	Month Sales		Vol % Change	CYTD Sales		Vol % Change
	Curr Yr	Pr Yr		Curr Yr	Pr Yr	
Compass	816	542	51%	816	542	51%
Patriot	0	0	0	0	0	0
Wrangler	1,639	3,755	-56%	1,639	3,755	-56%
Cherokee	1,003	1,727	-42%	1,003	1,727	-42%
Grand Cherokee	1,155	1,026	13%	1,155	1,026	13%
Renegade	51	95	-46%	51	95	-46%
JEEP BRAND	4,664	7,145	-35%	4,664	7,145	-35%
300	112	197	-43%	112	197	-43%
Pacifica	277	522	-47%	277	522	-47%
CHRYSLER BRAND	389	719	-46%	389	719	-46%
Dart	1	1	0%	1	1	0%
Charger	48	56	-14%	48	56	-14%
Challenger	270	95	184%	270	95	184%
Viper	0	1	-100%	0	1	-100%

Journey	217	353	-39%	217	353	-39%
Caravan	1,947	3,444	-43%	1,947	3,444	-43%
Durango	700	403	74%	700	403	74%
DODGE BRAND	3,183	4,353	-27%	3,183	4,353	-27%
Ram P/U	5,496	5,046	9%	5,496	5,046	9%
ProMaster Van	269	334	-19%	269	334	-19%
ProMaster City	115	26	342%	115	26	342%
RAM BRAND	5,880	5,406	9%	5,880	5,406	9%
Giulia	12	29	-59%	12	29	-59%
Alfa 4C	2	2	0%	2	2	0%
Alfa Stelvio	25	65	-62%	25	65	-62%
ALFA BRAND	39	96	-59%	39	96	-59%
500	12	18	-33%	12	18	-33%
500L	1	0	100	1	0	100
500X	7	11	-36%	7	11	-36%
Spider	16	13	23%	16	13	23%
FIAT BRAND	36	42	-14%	36	42	-14%
TOTAL FCA CANADA	14,191	17,761	-20%	14,191	17,761	-20%

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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