

FCA Canada Reports Fourth-quarter and Full-year 2023 Sales Results

- Dodge and Alfa Romeo brands record fourth-quarter increases
- For calendar year 2023, sales increases noted for Jeep® Compass and Wagoneer by Jeep
- Total annual PHEV sales improve on strength of all-new Alfa Romeo Tonale and Dodge Hornet plug-in hybrids, Jeep Grand Cherokee 4xe
- Brampton, Ontario-made "L car" production ends on a high note, with sales up in 2023 for Dodge Charger and Dodge Challenger
- Stellantis remains No. 1 seller of minivans in the country, Ram 1500 top-three selling nameplate, Grand Cherokee second best-selling full-size SUV
- 2024 Fiat 500e, the company's first full battery-electric vehicle in Canada, arrives in Q1

January 3, 2024, Windsor, Ontario - FCA Canada is reporting sales of 29,054 vehicles in the fourth quarter of 2023, with both Dodge and Alfa Romeo brands recording increases. Sales for the 2023 calendar year were 158,237 units, with total plug-in hybrid electric vehicle (PHEV) sales rising (Jeep® Wrangler 4xe, Jeep Grand Cherokee 4xe, Chrysler Pacifica Hybrid, Dodge Hornet R/T, Alfa Romeo Tonale), alongside models like Jeep Compass and Wagoneer. Canadian market sales for the year's final quarter declined 24%, while full-year results decreased 6% year over year.

"Despite strong headwinds in 2023, Ram 1500 remains a top-three-selling nameplate in Canada. Jeep Grand Cherokee is the second best-selling full-size UV. Total PHEV sales increased 11% year over year, led by the strength of the all-new Alfa Romeo Tonale and Dodge Hornet plug-in hybrids," said Jason Stoicevich, president - Canada, Stellantis. "The focus now shifts to 2024 and the unprecedented launch of six battery-electric vehicles in the Canadian marketplace, starting with the highly anticipated 2024 Fiat 500e, available initially in Quebec and B.C."

Fourth-quarter highlights

For the fourth quarter of 2023, both Dodge and Alfa Romeo brands saw sales increase 5% and 84%, respectively. The sunsetting of the current-generation Brampton, Ontario-made Dodge Charger and Dodge Challenger muscle cars, alongside demand for the all-new [Dodge Hornet](#) compact utility vehicle (CUV), propelled Dodge brand sales. Alfa Romeo brand's impressive increase came via the all-new Tonale, the first CUV from the Italian brand.

Jeep Compass Q4 sales also rose a notable 128% on the strength of recent interior and powertrain improvements, along with sales increases for the Wagoneer by Jeep brand (167%) and Ram Heavy Duty (11%).

Annual highlights

The fourth-quarter highlights are echoed in overall 2023 sales results. Alfa Romeo brand recorded a sales increase of 21%. The introduction of the brand's first C-SUV, the [Tonale](#), had an immediate positive impact on sales in Canada. Tonale is offered with both a traditional ICE powertrain, and as a plug-in hybrid (PHEV) with more than 48 kms of all-electric range. The Alfa Romeo Tonale PHEV accounted for 61% of total Tonale sales in 2023.

Dodge brand sales rose 25% versus last calendar year. In the final days of 2023, Ontario's Brampton Assembly Plant built the final "L car," an example of the most powerful muscle car ever, the 1,025-horsepower Dodge Challenger SRT Demon 170. Demand for the "Last Call" of the Dodge muscle cars in their current form, saw annual sales rise 14% (Charger) and 40% (Challenger). Stellantis is transforming the Windsor Assembly Plant to install an all-new flexible STLA Large architecture, including PHEV and battery-electric capability, to produce the next-generation Dodge muscle cars.

Dodge also created buzz in 2023 with the introduction of the brand's first-ever electrified performance vehicle, the all-new Dodge Hornet. It disrupts the fast-growing CUV segment, with distinctive styling and best-in-class standard performance from a multi-energy powertrain roster and a swarm of class-exclusive performance features. Launched in early 2023, over 2,000 examples have been sold to date, with the plug-in hybrid R/T model accounting for 18% of annual sales.

In 2023, Chrysler brand remained the No. 1 seller of minivans in Canada. Last year, Chrysler celebrated 40 years of minivan leadership - the segment the former Chrysler Corporation invented in 1983. The brand also marked production of the 100,000th [Chrysler Pacifica Hybrid](#) minivan at the Windsor (Ont.) Assembly Plant, the first and still the only plug-in hybrid in the segment with an all-electric range of 51 kilometres. The Chrysler Pacifica Plug-in Hybrid accounted for 26% of total Pacifica sales in 2023.

The vehicles, which mark the bookends of the Jeep brand, commanded the Canadian market sales highlights for calendar year 2023, starting with entry-point Jeep Compass, up 16% versus 2022, followed by the brand's most premium offerings, Wagoneer and Grand Wagoneer, up 36%.

2023 saw Jeep brand refine and enhance its iconic Wrangler model, which remains the best-selling off-road capable vehicle in Canada. The Jeep Wrangler 4xe plug-in hybrid accounted for 19% of total Wrangler sales in 2023. Jeep Grand Cherokee 4xe accounted for an impressive 84% of two-row models sold in 2023 in Canada. In 2024, Jeep brand will introduce the Wagoneer S, the first all-electric vehicle from the brand in North America.

Ram brand pickup truck sales remained stable through 2023, decreasing just 1%. Ram pickups remain amongst the top-three-selling nameplates in Canada. A critical step in the Stellantis Dare Forward 2030 electrification strategy, the all-electric, zero-emission [Ram 1500 REV](#) debuted in April 2023, the first battery-electric light-duty pickup truck from Ram Truck. Ram also announced that the 2025 Ram 1500 will feature the all-new 3.0-litre Hurricane engine for even more standard power, performance and improved fuel efficiency. It is scheduled to arrive in Canadian dealerships in the first quarter of 2024.

The company's Canadian commercial fleet sales decreased slightly by 2% across its vehicle portfolio versus calendar year 2022.

SALES CHART:

Model	Q4 2023 Sales		Vol %	2023 CY Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	1,545	677	128%	6,206	5,328	16%
Patriot	0	0	N/A	0	0	N/A
Wrangler	3,413	4,842	-30%	19,102	23,994	-20%
Gladiator	513	573	-10%	3,216	4,985	-35%
Cherokee	482	1,518	-68%	4,183	6,371	-34%
Grand Cherokee	1,665	2,648	-37%	2,074	6,927	-70%
Grand Cherokee L	700	723	-3%	12,679	9,755	30%
Grand Wagoneer	151	103	47%	729	930	-22%
Wagoneer	924	300	208%	2,756	1,631	69%
Renegade	60	19	216%	231	345	-33%
JEEP BRAND	9,453	11,403	-17%	51,176	60,266	-15%
300	75	544	-86%	1,522	2,306	-34%
Pacifica	687	1,703	-60%	6,994	7,692	-9%
Chrysler Grand Caravan	34	814	-96%	2,013	3,693	-45%
CHRYSLER BRAND	796	3,061	-74%	10,529	13,691	-23%
Charger	534	400	34%	3,591	3,156	14%
Challenger	623	239	161%	2,602	1,853	40%
Viper	0	0	N/A	0	0	N/A
Hornet	544	0	N/A	2,025	0	N/A
Caravan	0	0	N/A	-1	0	N/A

Durango	1,303	2,218	-41%	7,739	7,765	0%
DODGE BRAND	3,004	2,857	5%	15,956	12,774	25%
Ram P/U	14,887	18,941	-21%	75,257	75,740	-1%
ProMaster Van	608	1,824	-67%	3,866	5,137	-25%
ProMaster City	3	199	-98%	302	606	-50%
RAM BRAND	15,498	20,964	-26%	79,425	81,483	-3%
Giulia	24	42	-43%	175	209	-16%
Alfa Stelvio	78	116	-33%	428	702	-39%
Alfa Tonale	188	0	N/A	503	0	N/A
ALFA BRAND	290	158	84%	1,106	911	21%
500	0	0	N/A	0	0	N/A
500X	13	7	86%	45	52	-13%
Spider	0	0	N/A	0	2	-100%
FIAT BRAND	13	7	86%	45	54	-17%
TOTAL FCA CANADA	29,054	38,450	-24%	158,237	169,179	-6%

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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