

Chrysler sales continue to climb

Chrysler Canada announced the company's 28th consecutive month of year-over-year sales growth.

March sales were 22,703, compared to 20,971 in March 2011, representing an 8 per cent increase. Chrysler Canada sold the most vehicles of any company in Canada for the entire first quarter.

"We've had a lot of success over the years on the truck side of our business, but to see the overwhelming appeal of our products on the passenger car side is phenomenal," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "In fact, the FIAT 500 and Chrysler 200 posted their biggest sales month since their launch approximately one year ago.

Passenger cars soared to 4,342 sales, compared to 2,903 in March 2011, representing an increase of 50 per cent. This was led primarily by the Chrysler 200, which saw its sales more than triple to 1403 compared to the same period in 2011 with 409 sales. March also marked an all-time sales record for Chrysler 200.

Another notable passenger car sales success was achieved with the Brampton-built Chrysler 300, which saw its sales grow 695 per cent (up seven fold), to 445 in March, 2012. FIAT 500 celebrates its first full year in Canada this month with an all-time record of 1207 sales, compared to 417 in the same period one year ago, representing an increase of 189 per cent.

The iconic, rugged and versatile Jeep Wrangler continues to set records, as it recorded its best March with 1803 sales in

2012, compared to 1282 in the same period, one year ago, representing an increase of 41 per cent.

The 2012 Ram, continued to gain valuable sales ground by setting an all-time record with 6526 sales in March 2012, compared to 5107 in March 2011, marking a 28 per cent increase.

Segment leadership:

- Chrysler 300: Best-selling luxury full-size car in Canada
- Dodge Journey: Best-selling CUV "Crossover" in Canada
- Dodge Grand Caravan: Best-selling MPV "Minivan" in Canada
- Jeep Grand Cherokee: Best-selling full size SUV "Sport Utility Vehicle" in Canada
- Fiat 500: Best-selling micro car in Canada



Kendra Nicolucci (left) accepts a Blackberry Playbook from Georgetown Chrysler Dodge Jeep Fiat Service rep Sarah Futia after winning the dealership's recent Drive In and Win promotion. *Submitted photo*

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