

Jeep Enters Top 10 Best-selling Brands List for First Time in Australia



(Oct.8, 2014) Another huge sales month saw Fiat Chrysler Group shoot past 30,000 units sold for the second consecutive year. And the group is on track for a big finish, with 2014 sales already matching group's entire 2013 sales result.

Jeep led the charge, selling 2,900 units in September, propelling Australia's favourite SUV brand into the top 10 list of best-selling manufacturers for the first time, and leaping another spot to 12th on the 2014 year-to-date best-seller list.

September also capped Chrysler, Jeep and Dodge's best quarterly sales volume on record with 8,696 units sold – up from 6,989 in 2013 and marking the fifth consecutive quarterly sales record broken.

September was an equally strong month for Fiat, Fiat Professional and Alfa Romeo, with 2014 now officially the Italian marques' best-selling year on record, with the group's 7,600 units already bettering 2013's record result.

The Fiat 500 Series Three continues to resonate with Australian car buyers, with 2014 year-to-dates sales up 78 per cent on 2013 figures.

Commenting on the results, Fiat Chrysler Australia President and CEO Veronica Johns said: "It's been another impressive month of growth at Fiat Chrysler Group, and I'd like to thank our dealers and staff for their outstanding efforts. Jeep's popularity in Australia continues to boom, and we're thrilled to enter the top-10-selling brands list for the first time ever."