

JEEP POSTS RECORD MARCH SALES RISE TO ACHIEVE BEST-EVER MONTH IN THE UK

Wednesday 6 April, 2016

Jeep's growing popularity in the UK is illustrated in today's new car registrations figures, which show not only the best March result ever for the 4x4 brand, but the best month ever in the UK.

Jeep registered 2597 cars in March – the 31st consecutive year-on-year increase and the greatest single month in the brand's UK history. This fantastic result is up 18.6 per cent on the 2190 sold in the same month last year. Market share was 0.50 per cent compared with 0.44 per cent in 2015.

The sales performance for the month of March (2597) was greater than the entire individual years of 2009, 2010, 2011, 2012 and 2013.

New Jeep Renegade continued to perform exceptionally well, registering 1794 sales in March, while Cherokee sold 497, Grand Cherokee 276 and Wrangler 30, according to figures supplied by the Society of Motor Manufacturers and Traders (SMMT).

"The sales figures are once again fantastic news not just for new Renegade, but for the Jeep brand as a whole," says Damien Dally, head of brand, Jeep UK. "As we celebrate our heritage this year – Jeep's 75th Anniversary – it is fitting that we are also looking forward, to a positive future as more and more people look to Jeep for their next car.

"There is still much to come from this exciting brand and I am looking forward to the continued sales success in the UK."

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