

Chrysler Canada Finishes Year with Best Retail Sales Since 2002

- 25 consecutive months of year-over-year sales growth
- Ram truck sales up 22 per cent over previous December record
- Most market share gained of any manufacturer in Canada for the second year in a row
- Fiat 500 sales drive a 23 per cent increase in passenger car sales
- 2 of the 'Top 5' best selling vehicles in Canada are Ram truck and Dodge Grand Caravan
- Ram truck, Jeep® Wrangler and Dodge Journey set annual sales records

January 3, 2012, Windsor, Ontario - Chrysler Canada today announced the company's 25th consecutive month of year-over-year sales growth. December sales were 14,628, compared to 14,407 in December of 2010, representing a 2 per cent increase. For the full year, sales were 230,992, compared to 204,955 in 2010, which signifies a 13 per cent increase.

"For the second year in a row, Chrysler Canada was the No. 1 market share gainer in the country," said Reid Bigland, President and CEO, Chrysler Canada. "We experienced our highest retail sales results since 2002 and have 2 of the 'Top 5' best-selling vehicles in the country with our Ram truck and Dodge Grand Caravan. 2011 has been a great year and we hope to keep the momentum going strong as we embark upon 2012."

Sales Highlights:

December monthly sales records were set for Ram truck and Dodge Journey, up 22 and 3 per cent respectively. Jeep® brand sales were up 2 per cent over the same period in 2010, led by Jeep Wrangler with 778 sales, up 47 per cent over December, 2010 and Jeep Compass with 395 sales, up 47 per cent. Chrysler brand sales were up 34 per cent, with Chrysler Town & Country capturing 240 sales, up 24 per cent over the same month, last year.

"2011 was a very good year for Chrysler Canada," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "We surpassed full year sales records for Ram truck, Jeep Wrangler and Dodge Journey and our passenger car sales were up 23 per cent, driven largely by Fiat 500 sales"

For the full year, sales records were shattered for Ram trucks, with 62,929 sales, up from 53,386 in 2010 (up 18 per cent). Strong demand for Jeep brand vehicles continues. The iconic Jeep Wrangler saw an increase of 41 per cent, with 15,636 sales for the year compared to 11,062 in 2010. Also, from the Jeep brand, the all-new Jeep Grand Cherokee saw a sales increase of 42 per cent, while the Jeep Compass saw an increase of 44 per cent. Canada's best-selling crossover, Dodge Journey, surpassed full year 2010 sales by 22 per cent, with 29,021 sales.

Passenger car sales were up 23 per cent for the year. The all-new Chrysler 200 and significantly refreshed Dodge Avenger have collectively captured 10 per cent of the mid-size car market share, with 6,386 and 4,680 sales in 2011 respectively. In its first year of sales in Canada, 5,392 of the fuel-efficient Fiat 500s were sold.

Sales Charts:

December Sales	December 2011	December 2010	% Change
Total Volume	14,628	14,407	2%

Model Highlights	December 2011	December 2010	% Change
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Ram Pick-up	4,921	4,045	22%	All-time record December
Dodge Journey	1,917	1,867	3%	All-time record December
Jeep Wrangler	778	528	47%	

CYTD Sales	December 2011	December 2010	% Change
Total Volume	230,992	204,995	13%

Model Highlights	December 2011	December 2010	% Change	
Ram Pick-up	62,929	53,386	18%	record CY sales
Dodge Journey	29,021	23,785	22%	record CY sales
Jeep Wrangler	15,636	11,062	41%	record CY sales

About Chrysler Canada:

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep®, Dodge, Ram, Mopar®, SRT and Fiat vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram 1500.

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