

Chrysler Group LLC Reports October 2010 U.S. Sales Increased 37 Percent

- October marks the seventh consecutive month of year-over-year sales increases
- Jeep® Grand Cherokee sales up 291 percent over October 2009 as the Jeep Brand's flagship vehicle is named "SUV of Texas" by influential group of automotive journalists
- Ram pickup truck sales up 41 percent as new 2011 Ram Laramie Longhorn is named "Truck of Texas" by the Texas Auto Writers Association; Ram Truck Brand sweeps every category entered in annual "Texas Truck Rodeo"
- Chrysler, Jeep, Dodge and Ram Truck brands all posted year-over-year sales gains
- Eleven new or significantly-refreshed Chrysler, Jeep, Dodge and Fiat vehicles to be launched this quarter

November 2, 2010, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 90,137, a 37 percent increase compared with sales in October 2009 (65,803 units).

October represents the seventh consecutive month of year-over-year sales increases. The Chrysler, Jeep®, Dodge and Ram Truck brands each posted year-over-year sales increases in October.

"Chrysler Group remains on track as our monthly sales continue to improve over last year," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand and Lead Executive for U.S. Sales. "Our new Jeep Grand Cherokee created a consumer buzz that generated showroom traffic and sales. Now we're sparking more consumer excitement as we release images and details about our all-new and significantly-refreshed products arriving in dealerships this quarter."

In all, Chrysler Group this year is introducing 16 all-new or significantly-refreshed 2011 models representing 75 percent of its nameplates. Eleven of the 16 models will be launched before the end of the year. Five of the 16 are already in dealerships.

The new 2011 Chrysler 200, which replaces the Chrysler Sebring, and the all-new 2011 Dodge Durango sport-utility vehicle, are part of this steady parade of vehicle launches scheduled during the remainder of this year.

Chrysler Group finished the month with a 74-day supply of inventory (245,739 units). U.S. industry sales figures for October are projected at an estimated 12.4 SAAR.

October 2010 U.S. Sales Highlights by Brand

Jeep Brand

The Jeep Brand posted a 111 percent sales increase compared with the same month a year ago. All Jeep models in production posted a sales gain during October. Sales of the Jeep Grand Cherokee, the brand's volume leader, increased 291 percent in October compared with a year ago, driven predominately by sales of the all-new 2011 Jeep Grand Cherokee. The all-new 2011 Jeep Grand Cherokee was named "SUV of Texas" by the Texas Auto Writers Association (TAWA). The automotive industry's new benchmark, premium SUV also was named "Full-Size SUV of Texas" by this influential panel of automotive journalists. The 2011 Jeep Wrangler Unlimited Sahara - complete with an all-new interior, body-color hard top, and legendary Jeep capability - took home the "Mid-Size SUV of Texas" crown.

Sales of the iconic Jeep Wrangler increased 49 percent compared with October 2009. Jeep Patriot and Jeep Compass also had a strong October as each model posted triple-digit percentage sales increases. The new 2011

Jeep Patriot, the affordable compact sport-utility vehicle, arrives in dealership showrooms this month with rugged new exterior styling, interior enhancements, and refinements to the suspension and steering systems.

Ram Truck Brand

The Ram Truck Brand posted a 37 percent sales increase in October and swept every category it entered in the Texas Auto Writers Association's annual "Texas Truck Rodeo" in October. The new 2011 Ram Laramie Longhorn was named "Truck of Texas," TAWA's top honor. This year's event had 57 pickup trucks, SUVs and crossover vehicles entered. The Ram Laramie Longhorn captures the true spirit of Texas and the Southwest which appeals to people all across America. Ram Laramie Longhorn is the most luxurious truck ever produced by the Chrysler Group and is designed for the owner who needs a truck for work or play, but won't settle for anything but the finest quality and refinement. The Ram Laramie Longhorn also was named "Luxury Truck of Texas." The 2011 Ram 1500 Outdoorsman Crew Cab was named "Full-Size Truck of Texas" and the Ram 2500 Power Wagon was crowned "Heavy-Duty Truck of Texas."

Ram pickup truck sales increased 41 percent in October as both light- and heavy-duty pickup truck sales posted double-digit percentage sales increases. Crew Cab and Quad Cab models continue to be the most popular consumer choices. Dodge Dakota sales also were strong last month, up 50 percent compared with October 2009.

Dodge Brand

The Dodge Brand posted a 3 percent sales increase in October. Dodge Caliber posted a triple digit percentage sales increase in October, compared with the same month in 2009. Dodge Challenger, a strong sales performer all year, and Dodge Nitro each posted double-digit sales gains last month. Challenger set a new sales record for the month of October. By the end of this year, Dodge Brand will fill dealer showrooms with a broad array of new or updated Dodge products, including the all-new 2011 Dodge Durango, a three-row sport-utility vehicle; the all-new 2011 Dodge Charger, the brand's flagship vehicle; the new 2011 Dodge Journey mid-size crossover; the new 2011 Dodge Avenger mid-size sedan, totally overhauled for 2011 with an all-new interior, redesigned exterior and new powertrain lineup; and the new 2011 Dodge Grand Caravan, a minivan with the driving dynamics of a performance sedan. Also due this quarter is Dodge's ultimate modern American muscle coupe, the Dodge Challenger SRT8 392, which receives a big boost in horsepower and torque with the introduction of the legendary 392-cubic-inch HEMI® V-8 powertrain for the street.

Chrysler Brand

The Chrysler Brand posted a 29 percent sales increase in October, compared with the same month in 2009. The Chrysler Town & Country minivan, the brand's volume leader, posted a sales increase of 18 percent in October. Town & Country has posted year-over-year sales increases every month this year. Chrysler 300 sales increased 79 percent in October compared with the same month a year ago. The new 2011 Chrysler 200 mid-size sedan, which will replace the Chrysler Sebring, will arrive in dealership showrooms this quarter, as will the new 2011 Town & Country. The new 2011 Chrysler Town & Country minivan offers consumers styling that is fresh and sophisticated, a beautifully-crafted interior, improved driving dynamics, a new powertrain and an abundance of standard safety features and innovative technology.

October U.S. Sales Highlights

- Jeep Brand sales (28,480 units) increased 111 percent versus the same month last year (13,500 units)
- Jeep Grand Cherokee sales (12,721 units) improved 291 percent compared with October last year (3,256 units)
- Sales of the all-new 2011 Jeep Grand Cherokee increased 19 percent over September 2010 sales
- Jeep Wrangler sales (7,908 units) improved 49 percent versus October 2009 (5,305 units)
- Jeep Liberty sales (3,968 units) increased 46 percent compared with the same month a year ago (2,725 units)
- Jeep Compass (778 units) and Jeep Patriot (2,931 units) each posted triple digit percentage year-over-year sales increases
- Ram Truck Brand sales (18,090 units) increased 37 percent versus the same month last year (13,223 units)

- Ram pickup truck sales (17,316 units) increased 41 percent in October compared with October 2009 (12,262 units)
- Dodge Dakota (774 units) sales were up 50 percent compared with the same month a year ago (515 units)
- Chrysler Brand sales (16,547 units) improved 29 percent versus the same month last year (12,815 units)
- Chrysler 300 sales (5,211 units) were up 79 percent in October, compared with the same month in 2009 (2,914 units)
- Chrysler Town & Country minivan sales (8,459 units) improved 18 percent compared with October 2009 (7,164 units)
- Dodge Brand sales (27,020 units) were up 3 percent compared with the same month a year ago (26,265 units)
- Dodge Caliber sales (2,777 units) posted a percentage sales increase in triple digits
- Dodge Challenger sales (3,182 units) were up 33 percent compared with October 2009 (2,398 units), setting a new sales record for the month of October
- Dodge Nitro sales (2,133 units) increased 50 percent versus October 2009 (1,426 units)

Chrysler Group LLC U.S. Sales Summary Thru [October 2010](#)

<u>Model</u>	<u>Month Sales</u>			<u>Sales CYTD</u>		
	<u>Pr Yr</u>	<u>Change</u>	<u>Vol %</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Vol %</u>
Sebring	2,221	2,548	-13%	35,827	19,979	79%
300	5,211	2,914	79%	34,322	32,236	6%
Crossfire	0	0	0%	0	499	-100%
PT Cruiser	656	135	386%	8,519	16,895	-50%
Aspen	0	54	-100%	30	5,906	-99%
Pacifica	0	0	0%	0	1,955	-100%
Town & Country	8,459	7,164	18%	95,952	68,879	39%
CHRYSLER BRAND	16,547	12,815	29%	174,650	146,349	19%
Compass	778	327	138%	15,087	10,352	46%
Patriot	2,931	1,148	155%	31,399	26,744	17%
Wrangler	7,908	5,305	49%	79,531	70,350	13%
Liberty	3,968	2,725	46%	41,157	35,378	16%
Grand Cherokee	12,721	3,256	291%	60,898	43,146	41%
Commander	174	739	-76%	7,954	9,582	-17%
JEEP BRAND	28,480	13,500	111%	236,026	195,552	21%

Caliber	2,777	583	376%	39,526	30,397	30%
Avenger	2,911	4,221	-31%	44,613	31,552	41%
Charger	4,023	4,864	-17%	71,229	50,974	40%
Challenger	3,182	2,398	33%	30,964	21,276	46%
Viper	37	28	32%	350	395	-11%
Magnum	0	0	0%	0	113	-100%
Journey	3,695	3,678	0%	42,050	41,520	1%
Caravan	8,204	9,020	-9%	83,158	73,932	12%
Nitro	2,133	1,426	50%	17,966	15,071	19%
Durango	58	47	23%	183	3,463	-95%
DODGE BRAND	27,020	26,265	3%	330,039	268,693	23%
Dakota	774	515	50%	11,184	9,409	19%
Ram P/U	17,316	12,262	41%	158,205	155,467	2%
Sprinter	0	446	-100%	253	5,849	-96%
RAM BRAND	18,090	13,223	37%	169,642	170,725	-1%
TOTAL DODGE	45,110	39,488	14%	499,681	439,418	14%
TOTAL CHRYSLER GROUP LLC	90,137	65,803	37%	910,357	781,319	17%
TOTAL CAR	20,362	17,556	16%	256,831	187,423	37%
TOTAL TRUCK	69,775	48,247	45%	653,526	593,896	10%
Selling Days	27	28		255	257	

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