

Chrysler Canada Announces 14 Months of Consecutive Sales Growth

- Total sales up 14 per cent in January
- January records for Ram, Grand Caravan, Dodge Journey
- Dodge Grand Caravan sales up 39 per cent, Ram truck sales up 26 per cent
- Jeep® Grand Cherokee sales grew 37 per cent , Dodge Journey sales grew 32 per cent

January 31, 2011, Windsor, Ontario - Chrysler Canada today announced the company's 14th consecutive month of sales growth, reporting total sales of 13,587 for the month of January 2011, compared with 11,940 in January 2010. Total January sales represented a gain of 14 per cent over the same month last year.

"Chrysler Canada has the newest vehicle line-up in the industry with 16 all-new or completely redesigned products in dealer showrooms," said Reid Bigland, President and CEO of Chrysler Canada. "We gained more market share than any other manufacturer in 2010 and it's good to see the momentum has carried over into 2011."

Sales Highlights

Chrysler Canada was the only manufacturer to have three of the top 10 selling nameplates in January with Dodge Grand Caravan, Ram Pickup and Dodge Journey.

On the heels of the production launch of the new 2011 Dodge Grand Caravan, Canada's best selling minivan held its leadership position with sales that were up 39 per cent compared to the same period last year. The Ram pickup posted a sales increase of 26 per cent above results from the year prior. Canada's best-selling crossover, Dodge Journey, posted sales of 1,764 units, up 32 per cent from 2010. The all-new Jeep Grand Cherokee continues to post impressive sales results of 759 units, up 37 per cent from last year.

"Our trio of Dodge Grand Caravan, Ram Pickup and Dodge Journey continue to outperform in the marketplace," said Dave Buckingham, Vice President of Sales, Chrysler Canada. "They set all time sales records in 2010 and are ahead of that record pace in 2011."

Chrysler Canada Sales Highlights

January

	January 2011	January 2010	% Change
Total Volume	13,587	11,940	14%

Model Highlights

	January 2011	January 2010	% Change	
Dodge Grand Caravan	4,422	3,174	39%	#2 selling vehicle in January
Ram Pick-up	3,766	2,986	26%	#3 selling vehicle in January
Dodge Journey	1,764	1,337	32%	#1 selling crossover in January
Jeep Grand Cherokee	759	553	37%	

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 86th anniversary in 2011. Chrysler Canada is a wholly-owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler and Chrysler 300.

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