

Chrysler Group LLC Reports March 2011 U.S. Sales Increased 31 Percent

- Best March sales since 2008
- Best sales for any month since May 2008
- Retail sales up 51 percent in first quarter of 2011 compared with same period in 2010
- March marks the 12th-consecutive month of year-over-year sales increases
- March sales increase 28 percent over February sales as new 2011 models resonate with consumers
- Chrysler Group car sales improve 46 percent versus a year ago, and 90 percent over car sales in February
- Dodge brand cars post year-over-year sales increase of 47 percent; New 2011 Dodge Avenger sales increase 92 percent compared with a year ago
- Sales of the new 2011 Chrysler 200 mid-size sedan, star of Chrysler brand's celebrated Super Bowl ad, posts a 191 percent sales increase over February sales as availability continues to improve
- Chrysler Group begins selling the all-new 2012 Fiat 500 in the U.S. and Canada
- All Jeep® brand models post March sales increases, led by the all-new 2011 Jeep Grand Cherokee, whose sales were up 64 percent versus March 2010
- New 2011 Jeep Compass posts 108 percent year-over-year sales increase
- Rocky Mountain Automotive Press Association names the all-new Jeep Grand Cherokee its 2011 SUV of the Year
- Ram Truck brand posts a 24 percent increase versus a year ago, the brand's 11th consecutive month of year-over-year sales gains
- Work Truck magazine names the Class 4 and 5 Ram 4500 and 5500 Chassis Cab truck its 2011 Medium-Duty Truck of the Year

March 31, 2011, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 121,730, a 31 percent increase compared with sales in March 2010 (92,623 units). This was the best March since 2008, and the highest sales for any month since May 2008.

Both Chrysler Group car and truck sales posted year-over-year sales gains in March. Chrysler Group car sales increased 46 percent, the best month for car sales since May 2008.

"Our pickups and sport-utilities have been strong performers in the market, and now we are seeing our cars gaining momentum in the marketplace as well," said Fred Diaz, President and CEO – Ram Truck Brand and Lead Executive for U.S. Sales. "Chrysler Group's retail sales during the first quarter of this year were up 51 percent compared with the same period in 2010. We showcased our all-new and significantly-refreshed 2011 models during our Premiere Event in March. Now we launch our Minivan Month and Jeep® 70th Anniversary activities as we continue to build on our sales momentum."

The Dodge, Chrysler and Fiat brands all contributed to the increase in car sales.

Sales of the new 2011 Chrysler 200 mid-size sedan, star of the Chrysler brand's Super Bowl commercial, increased 191 percent in March, compared with sales in the previous month of February, as the 200's celebrity and significant improvements translate into sales.

The all-new 2011 Dodge Charger performance car led the surge in March car sales for the Dodge brand, while the new 2011 Dodge Avenger mid-size sedan posted the brand's largest percentage sales increase for the month.

Chrysler Group in March began selling the new 2012 Fiat 500, representing the first Fiat vehicles to be sold in the U.S. since 1984.

Even with gas prices creeping upward, Chrysler Group's truck and SUV sales continued to post year-over-year sales gains. They were up 27 percent in March, driven in large part by the Ram pickup trucks, the all-new 2011 Jeep Grand Cherokee, the iconic 2011 Jeep Wrangler, and the all-new 2011 Dodge Durango sport-utility.

The Chrysler, Jeep, Dodge and Ram Truck brands each posted year-over-year sales gains in March. The Dodge brand logged the largest percentage increase for the month among the four brands.

Chrysler Group finished the month with a 67-day supply of inventory (301,936 units). U.S. industry sales figures for March are projected at an estimated 13.3 SAAR.

March 2011 U.S. Sales Highlights by Brand

Dodge Brand

The Dodge brand posted a 49 percent sales increase in March, the largest percentage increase of the Chrysler Group brands. All Dodge models in production posted year-over-year percentage sales gains. The all-new 2011 Dodge Durango three-row sport-utility posted a 61 percent increase compared with the previous month of February as the new SUV continues to gain sales momentum. Durango is the winner of MotorWeek's 2011 Drivers' Choice Award for Best Large Utility.

The new 2011 Dodge Avenger posted a 92 percent increase, compared with March 2010, the largest percentage increase of any Dodge vehicle. The all-new 2011 Dodge Charger performance car posted a triple-digit percentage sales increase over the previous month of February. Sales of the new 2011 Dodge Grand Caravan, the brand's volume leader, increased 23 percent in March.

Chrysler Brand

The new 2011 Chrysler 200 mid-size sedan continues to build momentum in the marketplace in the wake of Chrysler brand's Super Bowl ad. Sales of the 200 increased 191 percent in March, compared with sales in February. Hot on the heels of the new 200, the all-new 2011 Chrysler 300 sedan began hitting dealership showrooms in March.

Chrysler brand's car sales in March increased 38 percent, compared with the same month a year ago. The Chrysler brand introduced the new "Imported from Detroit" merchandise in March. The new collection features an array of products with the "Imported from Detroit" logo which represents the hardworking spirit captured and celebrated in the brand's Super Bowl commercial, "Born of Fire."

Ram Truck Brand

The Ram Truck brand posted a 24 percent sales increase in March. Ram pickup truck sales were up 23 percent, compared with the same month in 2010. Both the Light Duty and Heavy Duty pickup trucks, along with the Chassis Cab, posted double-digit percentage year-over-year sales gains.

The Ram Truck brand unveiled its new 2012 Ram Cargo Van in March. The Ram Cargo Van – or Ram C/V – is engineered to meet small business and commercial needs. The Ram C/V provides a Class 1 commercial vehicle-leading 1,800-lb. cargo payload and category-exclusive towing capability, up to 3,600 lbs. A 20-gallon fuel tank and 25 mpg highway also deliver best-in-class fuel range.

The Ram Truck brand also announced in March that its 2012 Ram 4500 and 5500 medium-duty (Class 4 and 5) Chassis Cab commercial trucks will be available with an optional 30,000-lb. gross combined weight rating (GCWR), an increase from 26,000 lbs.

Work Truck magazine named the Class 4 and 5 Ram 4500 and 5500 Chassis Cab trucks its 2011 Medium-Duty Truck of the Year. Nineteen vehicles were included in an online ballot and voted on by professional fleet managers, who were asked to consider which medium-duty truck model best fit their fleet requirements, including application

effectiveness, durability, quality, servicing, maintenance, and lifecycle costs.

Jeep® Brand

The Jeep brand posted a 36 percent sales increase in March. All five Jeep brand models contributed to the increase by posting year-over-year sales gains. The new 2011 Jeep Compass, now featuring Jeep Trail Rated® capability for the first time, posted a 108 percent sales increase in March.

The all-new 2011 Jeep Grand Cherokee continues its strong market performance as the brand's volume leader posted a 64 percent sales gain in March. The Rocky Mountain Automotive Press Association this week named the all-new Jeep Grand Cherokee as its 2011 SUV of the Year.

Celebrating its 70th anniversary this year, the Jeep brand is offering distinctive 70th Anniversary Edition models of each vehicle in its lineup. The 70th Anniversary Edition models, which pay homage to the history of the legendary Jeep brand, are arriving in dealerships now.

March 2011 U.S. Sales Highlights

- Chrysler Group car sales (33,643 units) increased 46 percent compared with the same month a year ago (23,055 units)
- Chrysler Group truck and SUV sales (88,087 units) improved 27 percent versus March 2010 (69,568 units)
- Dodge brand sales (44,102 units) increased 49 percent versus the same month last year (29,506 units)
- Dodge Caliber sales (3,750 units) increased 28 percent compared with March 2010 (2,932 units)
- Dodge Avenger sales (5,954 units) improved 92 percent versus the same month in 2010 (3,093 units)
- Dodge Charger sales (8,986 units) increased 44 percent compared with March 2010 (6,220 units)
- Dodge Challenger sales (3,989 units) improved 24 percent versus the same month a year ago (3,211 units)
- The all-new 2011 Dodge Durango SUV posted sales of 4,392 units, up 61 percent from February 2011 (2,731 units)
- Dodge Journey sales (5,323 units) increased 15 percent compared with March a year ago (4,642 units)
- Dodge Grand Caravan sales (9,560 units) increased 23 percent versus March 2010 (7,749 units)
- Dodge Nitro sales (2,136 units) increased 30 percent compared with March 2010 (1,640 units)
- Chrysler brand sales (20,463 units) improved 3 percent versus the same month a year ago (19,780 units)
- Sales of the new 2011 Chrysler 200 mid-size sedan (6,750 units) were up 191 percent versus sales in February 2011 (2,319 units)
- Jeep brand sales (33,155 units) increased 36 percent compared with the same month last year (24,393 units)
- Jeep Grand Cherokee sales (9,836 units) improved 64 percent versus March last year (5,986 units)
- Sales of the new 2011 Jeep Compass (3,703 units) were up 108 percent compared with March 2010 (1,778 units)
- Jeep Wrangler sales (8,807 units) increased 5 percent compared with March 2010 (8,410 units)
- Jeep Liberty sales (5,207 units) increased 28 percent versus March last year (4,078 units)
- Jeep Patriot (5,602 units) posted a 109 percent year-over-year sales increase
- Ram Truck brand sales (23,510 units) increased 24 percent compared with the same month last year (18,944 units)
- Ram pickup truck sales (21,898 units) improved 23 percent versus March 2010 (17,818 units)
- Dodge Dakota sales (1,612 units) increased 45 percent compared with March of last year (1,109 units)

Chrysler Group LLC U.S. Sales Summary Thru [March 2011](#)

Model	Month Sales			Vol % Change	Sales CYTD		
	Curr Yr	Pr Yr			Curr Yr	Pr Yr	Change
500	500			00%	500	0	0%
FIAT BRAND	500	0	0%		500	0	0%
200	6,750			0%	9,880	0	0%
Sebring	975	3,783		-74%	2,327	10,536	-78%

300	2,727	3,798	-28%	5,379	9,939	-46%
PT Cruiser	540	798	-32%	1,283	2,066	-38%
Aspen	0	1	-100%	0	27	-100%
Town & Country	9,471	11,400	-17%	23,927	24,580	-3%
CHRYSLER BRAND	20,463	19,780	3%	42,796	47,148	-9%
Compass	3,703	1,778	108%	7,393	4,933	50%
Patriot	5,602	2,678	109%	13,207	7,636	73%
Wrangler	8,807	8,410	5%	22,887	19,265	19%
Liberty	5,207	4,078	28%	15,155	10,724	41%
Grand Cherokee	9,836	5,986	64%	26,115	15,911	64%
Commander	0	1,463	-100%	96	4,978	-98%
JEEP BRAND	33,155	24,393	36%	84,853	63,447	34%
Caliber	3,750	2,932	28%	9,607	7,701	25%
Avenger	5,954	3,093	92%	11,748	9,669	22%
Charger	8,986	6,220	44%	14,311	18,708	-24%
Challenger	3,989	3,211	24%	9,742	7,039	38%
Viper	12	18	-33%	84	68	24%
Journey	5,323	4,642	15%	14,180	13,571	4%
Caravan	9,560	7,749	23%	27,928	21,437	30%
Nitro	2,136	1,640	30%	6,055	4,209	44%
Durango	4,392	1	439100%	8,322	32	25906%
DODGE BRAND	44,102	29,506	49%	101,977	82,434	24%
Dakota	1,612	1,109	45%	4,085	2,994	36%
Ram P/U	21,898	17,818	23%	52,739	38,042	39%
Sprinter	0	17	-100%	0	150	-100%
RAM BRAND	23,510	18,944	24%	56,824	41,186	38%
TOTAL DODGE	67,612	48,450	40%	158,801	123,620	28%
TOTAL CHRYSLER GROUP LLC	121,730	92,623	31%	286,950	234,215	23%
TOTAL CAR	33,643	23,055	46%	63,578	63,660	0%
TOTAL TRUCK	88,087	69,568	27%	223,372	170,555	31%
Selling Days	27	26		75	74	

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