

Chrysler Canada Reports Best September Sales Since 2001

- Twenty-two months of consecutive sales increases
- Total sales up 19 per cent
- Ram truck and Dodge Grand Caravan are the #2 and #3 selling vehicles in Canada
- September sales records for Ram truck, Chrysler Town & Country
- Largest market share gain in Canada of any manufacturer
- Chrysler 300 rated "excellent" by Consumer Reports – sales grow 76 per cent
- Passenger car sales double

October 2, 2011, Windsor, Ontario - Chrysler Canada today announced the company's 22nd month of consecutive sales growth, reporting sales of 19,255 for the month of September 2011 compared with 16,135 in September 2010. September sales were up 19 per cent versus one year ago, representing the company's best September sales since 2001.

"July 2011 marked our best July ever and now we have our strongest September in 10 years. What can I say, business is good," said Reid Bigland, President and CEO of Chrysler Canada. "Canadians are rapidly discovering our dramatically improved fuel economy, vehicle interiors and new products, which is translating into strong sales. In fact, Chrysler is again the fastest growing auto maker in Canada for the second consecutive year, not bad."

Sales Highlights:

Passenger car sales doubled in September, led by the all-new Chrysler 200, which enjoyed its highest sales tally of the year with 866 sales reported this month compared to 484 for August, 2011. Chrysler 300 recently received the highest rating among domestic luxury sedans by Consumer Reports. Its sales rose by 76 per cent to 346, versus 197 from the same period a year ago. The fun-to-drive and fuel efficient Fiat 500 continues to impress with sales of 508 units in September.

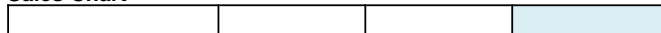
Jeep Wrangler is enjoying a great year with September 2011 sales doubling their performance from 2010. Product enhancements introduced for 2012 including the 3.6L Pentastar VVT V6 engine, 5-speed automatic transmission, and premium interior with soft touch surfaces are just a few of the features that are resonating well with consumers and leading to increased sales.

Ram pickup truck sales continue their torrid pace with sales of 6,047 this month, representing a September sales record, as well as an increase of 35 per cent over 2010.

"Ram is the longest lasting pickup lineup in Canada, as we have the highest percentage of pickups in operation. We continue to gain pickup market share as truck buyers migrate to Ram, Canada's most durable pickup," said Dave Buckingham, Chief Operating Officer of Chrysler Canada. "With one quarter left to play in the year, there is no doubt we will sell more Rams this year than any other year since we started selling pickups many decades ago."

It's no surprise that Chrysler Town & Country is Canada's ultimate luxury minivan, with its industry-exclusive Super Stow 'n Go™ seating and best-in-class power of 283 hp while achieving fuel economy of 7.9 L/100 km. Sales for the Chrysler Town & Country in September 2011 were 362, up 42 per cent over the same period in 2010.

Sales Chart



September Sales	September 2011	September 2010	% Change
Total Volume	19,255	16,135	19%

Model Highlights	September 2011	September 2010	% Change	
Ram Pick-up	6,047	4,472	35%	All-time record September
Chrysler Town & Country	362	255	42%	All-time record September
Jeep Wrangler	1,281	602	113%	
Chrysler 300 / 300C	346	197	76%	

CYTD Sales	September 2011	September 2010	% Change
Total Volume	183,071	160,072	14%

Model Highlights	September 2011	September 2010	% Change	
Ram Pick-up	47,402	41,517	14%	#2 vehicle in Canada YTD
Dodge Grand Caravan	44,004	42,564	3%	#3 vehicle in Canada YTD
Dodge Journey	23,286	17,260	35%	#1 Crossover in Canada YTD

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 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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