

Chrysler de Mexico Reports August 2012 Sales; Best August Sales Since 2009

- Chrysler de Mexico posts 13 percent sales growth in August 2012
- Chrysler, Dodge, Jeep® and Ram Truck sales registered an increase of 14.5 percent
- FIAT sales increased 135 percent versus same month 2011
- Fiat 500 sales achieved an impressive 155 percent sales increase for the month
- Jeep Wrangler reports a sales increase of 9.4 percent versus August 2011
- Dodge Journey posts a 23.2 percent sales growth
- Ram 4000 sales rose 42.7 percent in August

September 3, 2012, Mexico City, Mexico - Today, Chrysler de Mexico announced its August 2012 sales report, with total sales reaching 8,623 units, a 13 percent increase versus August 2011, and the best August sales since 2009.

“Chrysler de Mexico continues its sales growth trend and, starting this month, the all-new Dodge Dart will be available in our dealerships all across the country,” said Fred Diaz, President and CEO of Chrysler de Mexico and President and CEO of Ram Truck Brand, Chrysler Group LLC. “The 2013 Dodge Dart illustrates our drive to deliver innovative quality products that satisfy our customer’s needs. We are confident that the Dart will successfully compete in our market when we officially launch in September.”

Chrysler, Dodge, Jeep and Ram Truck brands together sold 7,394 units, reflecting a 14.5 percent increase. Car sales posted a 12.9 percent increase, Sport Tourer/Minivan sales increased by 24.7 percent, SUV’s saw a 17.8 percent increase and truck sales reported a 5.6 percent increase, compared to the same month of the previous year.

Chrysler Brand

The Chrysler brand sales were up 4.7 percent, with the Chrysler Town & Country reaching 31.4 percent sales increase compared to August of last year.

Jeep® Brand

Jeep® brand continued its strong sales, recording a 22.8 percent growth from 1,568 units sold in August 2011, to 1,926 units sold on the same month in 2012. Jeep Wrangler had a 9.4 percent increase from August of last year, Jeep Compass reached a high level of 74.2% and the Jeep Patriot recorded a 27.7 percent increase compared to August 2011.

Dodge Brand

Dodge brand sales registered an increase of 15.5 percent versus the same month a year ago. Dodge i10 reached an impressive 281 percent increase and Dodge Challenger sales rose 160 percent in August. The Dodge Attitude continues its trend with 690 units and Dodge Journey sales increased 23.2 percent compared to the same month last year.

Ram Truck Brand

Ram truck brand posted a sales increase in August, compared with the same month a year ago: H100 Van sales were up 27.1 percent, Ram 4000 sales increased 42.7 percent and the Ram Crew Cab sales improved 36.5 percent, as well.

FIAT and Alfa Romeo Brand

FIAT and Alfa Romeo brands registered a 136 percent growth. The Fiat 500 continues its strong sales pace with 306 units sold.

About Chrysler de Mexico

Chrysler de Mexico was established in 1938 and has its headquarters in Santa Fe. It has six plants located in Toluca and Saltillo, and one automotive engineering center located in Mexico City. Facilities include: Toluca Assembly Plant, Toluca Stamping Plant, Saltillo Truck Assembly Plant, Saltillo Engine Plant Ramos Arizpe, Saltillo Stamping Plant and Saltillo South Engine Plant. Chrysler de Mexico has been implementing World Class Manufacturing (WCM), a production methodology designed to reduce waste, increase productivity and restore dignity to the employees, in all of its plants since 2009.

The Toluca Complex provides body panels and final assembly for Dodge Journey, Fiat 500 and Fiat Freemont. The Saltillo facilities manufacture the 5.7-liter V-8 HEMI® engine, 6.4-liter V-8 HEMI engine and 3.6-liter V-6 Pentastar engine. They also build the Ram 1500, Ram 2500/3500, Ram Mega Cab, Ram 3500 Chassis Cab, Ram 4500/5500 and DX Chassis Cab (Mexican market) plus related body panels.

The Chrysler Automotive Engineering Center was created to develop, evaluate and test new vehicles to ensure they satisfy government requirements. The Engineering Center includes vehicle testing facilities, pollution/emission labs, material engineering, metrology and engine and transmission dynamometers.

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