

September 2012: Chrysler de Mexico Posts a 10 Percent Sales Increase

- Chrysler de Mexico sales hit a 10 percent increase
- Chrysler, Dodge, Jeep® and Ram Truck post a 9 percent sales increase
- FIAT reports an increase of 128 percent
- Jeep Compass sales increase 41 percent versus September 2011
- Dodge i10 posts a sales increase of 276 percent; best month since its launch
- Ram Crew Cab sales improve 78 percent

October 1, 2012, Mexico City, Mexico - Chrysler de Mexico today announced its September 2012 sales rose to 8,171 units, up 10 percent versus September 2011.

"Chrysler de Mexico continues its positive sales trend, based on key vehicles like the Dodge Journey, Dodge i10, and the Fiat 500," Fred Diaz, President and CEO—Chrysler de Mexico and President and CEO—Ram Truck Brand, said. "Third quarter sales continue to show the preference of our customers for the high quality and advanced engineering of our products. We are continuously working to satisfy our customer's needs by bringing new and innovative products to the market. In a few weeks, we will launch the new Ram 1500 in the Mexican market, with state of the art features that will change the way our customers drive a pick-up truck and set new standards in the segment."

Chrysler, Dodge, Jeep® and Ram Truck brands, together, sold 6,944 units in September, a 9 percent increase from a year ago. The company sold 2,416 cars, representing a 20 percent increase versus September 2011. Sport tourer/minivan sales increased 17 percent compared with the same month a year ago. SUVs accounted for 1,925 units and trucks sales hit 1,370 units.

Chrysler Brand

The brand's sales increased 14 percent in September versus the same month a year ago. The Chrysler 300 continues to report positive results with a sales increase of 100 percent versus September 2011. Town & Country sales were up 30 percent compared with the same month in the prior year.

Jeep® Brand

Sales of SUVs of the brand increased 7 percent in September compared with September 2011. Jeep Compass sales reached 448 units, representing an increase of 41 percent from the year before. Last month, Jeep Patriot sales rose 11 percent and Jeep Liberty sales rose 7 percent—both compared with September 2011.

Dodge Brand

The brand continues its high sales volume with a 14 percent increase. Dodge Charger achieved an increase of 208 percent. Dodge Challenger sales surged 91 percent. The Dodge i10 sold 1,317, an increase of 276 percent in September 2012 versus September 2011. Dodge Journey sales increased 14 percent versus September 2011.

Ram Truck Brand

Pickup truck sales continued positive with the Ram Crew Cab up 78 percent and Ram ST up 38 percent, both compared with September 2011.

Fiat and Alfa Romeo Brands

The two brands saw sales increase by 128 percent in September versus the year before. The Fiat 500 sales increase 106 percent compared with September 2011.

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 & transmission dynamometers.

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