

Chrysler de Mexico Posts a 15 Percent Sales Increase in October 2012 Sixth consecutive month of sales gains

- Chrysler de Mexico posts a 15 percent sales increase
- 6th-consecutive month of year-over-year double-digit sales increases
- Chrysler, Dodge, Jeep® and Ram Truck record a 14 percent sales increase
- FIAT reports an increase of 80 percent
- Jeep Patriot sales rise 20 percent during October 2012
- Dodge i10 sales increase at 263 percent, 17th-consecutive month of sales gains
- Ram 4000 sales surge by 42 percent

October 31, 2012, Mexico City, Mexico - Today, Chrysler de Mexico announces its October 2012 sales report, with total sales of 8,498 units, reaching a 15 percent increase versus October 2011, which is the sixth month of double digit sales increases.

“Chrysler de Mexico has now achieved positive sales growth for six consecutive months, and we continue to supply award-winning products to our customers. For example, we have the most-awarded SUV of all time, the Jeep® Grand Cherokee,” said Fred Diaz, President and CEO of Chrysler de Mexico, and President and CEO of Ram Truck Brand, Chrysler Group LLC. “Additionally, we are very proud to have earned eight awards at the 20th Annual Texas Truck Rodeo. This shows that we have world-class products and are always innovating and considering our customers’ needs.”

Chrysler, Dodge, Jeep and Ram Truck brands, together, sold 7,210 units, a 14 percent increase compared with October 2011. Car sales increased 31 percent versus October 2011. Sport Tourer/minivan sales posted a 35 percent increase from a year ago. SUVs and trucks sold 1,953 and 1,086 units, respectively.

Chrysler Brand

Chrysler brand continues its positive sales trend. Chrysler Town & Country posted a sales increase of 2 percent versus October 2011. Recently launched for the brand is the Chrysler 300C V-6 now offered with a new 8-speed automatic transmission that improves fuel economy.

Jeep® Brand

Jeep brand realized gains of 10 percent leading with Jeep Patriot sales at 705 units, representing an increase of 20 percent. Jeep Grand Cherokee, the most awarded SUV, sold 431 units and Jeep Compass sales rose 11 percent, all in comparison to October 2011 sales.

Dodge Brand

Dodge brand continues to achieve a high sales volume with a 36 percent increase. Dodge Dart sold 199 units and was named 2012 Top Safety Pick from Insurance Institute for Highway Safety (IIHS). Dodge i10 sales surged 263 percent, marking its 17th-consecutive month of sales gains. The Dodge Challenger marks an increase of 130 percent in October 2012 versus October 2011.

Ram Truck Brand

Ram Truck brand sold 1,086 units during October 2012. Ram 4000 sales grew 42 percent, compared to October 2011. At the 20th Annual Texas Truck Rodeo, the Ram 1500 was presented three awards: the ‘Truck of Texas 2012,’ the highest honor by the Texas Auto Writers Association’s (TAWA); and the ‘Full-Size Pickup Truck’ and the ‘Luxury Pickup Truck.’

FIAT and Alfa Romeo Brand

FIAT and Alfa Romeo brands posted a sales gain of 82 percent. The Fiat 500 sales increased 193 percent versus October 2011, and Alfa Romeo registered sales of 300 percent. This brand now has 8 dealerships, reflecting positive acceptance in the Mexican market.

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. Since 2009, Chrysler de Mexico has been implementing World Class Manufacturing (WCM)—a production methodology designed to reduce waste—has increased productivity, and has restored dignity to the employees in all of its plants.

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, the Ram 2500/3500, the Ram Mega Cab, the Ram 3500 Chassis Cab, the Ram 4500/5500, and the 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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