

Chrysler de Mexico Posts Its Best Month of Sales in 2012; Full Year Sales Up 7 Percent

- Chrysler de Mexico sold 10,707 units during December 2012; best month in 2012
- Chrysler, Dodge, Jeep® and Ram Truck sold 9,439 units
- Fiat 500 sales increased 95 percent; best month since its launch
- Jeep Compass sales are up 17 percent; best December since 2006
- Dodge Charger sales posts 198-percent sales gain during December 2012
- Ram 4000 sales increase 26 percent

January 2, 2013, Mexico City - Chrysler de Mexico today reported December 2012 sales of 10,707 units, posting the best month of sales in 2012. Year-over-year sales increased by 7 percent compared to 2011 sales.

“Chrysler de Mexico closes the 2012 year with positive sales numbers, achieving a 7 percent sales increase versus 2011. We expect to continue our momentum with strong models coming into the market in 2013, an efficient and motivated dealer network and targeted marketing campaigns in place,” says Fred Diaz, President and CEO of Chrysler de Mexico and President and CEO of Ram Truck Brand, Chrysler Group LLC. “We are very proud that twelve Chrysler vehicles were recognized as Safety Picks by the Insurance Institute for Highway Safety (IIHS), reaffirming the commitment of Chrysler Group with its customers to build the best vehicles.”

Chrysler, Dodge, Jeep and Ram Truck brands, together, sold 9,439 units. Car sales reported an 8-percent increase versus December 2011, Sport Tourer/Minivan sales posted 1,870 units and SUVs and trucks sold 2,592 and 1,415 units, respectively, during December 2012.

Chrysler Brand

Chrysler brand continues in the right sales path. Town & Country contributed to the sales gains of the brand with an increase of 3 percent versus December 2011. Additionally, the Town & Country now offers a Blu-ray system and is the first minivan in the market with this system.

Jeep® Brand

Jeep® brand continues its strong sales pace with sales of 2,444 units. Jeep Compass recorded sales gains of 17 percent, best December since 2006.

Dodge Brand

Dodge Charger led sales for the brand with an increase of 198 percent versus December 2011. Sales performance across the brand continued with i10 sales setting the record for December with 1,851 units sold, representing an increase of 128 percent, and Journey sales of 1,482 units.

Ram Truck Brand

Ram Truck Brand continues its positive sales trend. Ram 4000 sales rose 26 percent compared to December 2011. This month, Ram 1500 was named “Truck of the Year” by Motor Trend. Editors praised the new 2013 Ram 1500 for its air suspension, choice of engines, variety of trim levels and towing capability.

FIAT and Alfa Romeo Brand

FIAT and Alfa Romeo brands together posted a sales gain of 8 percent. The Fiat 500 set a sales record since its launch with 396 units sold, reflecting an increase of 96 percent versus December 2011. Fiat Strada sales were up 47 percent. Alfa Romeo sales rose 10 percent compared to the same month last year.

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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