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Jeep® Brand Sets All-time Global Sales Record in 2012

- Jeep global sales increase 19 percent in 2012 to all-time annual record of 701,626 units
- Record surpasses 1999 Jeep vehicle sales of 675,494 units
- Jeep Wrangler and Compass record best-ever annual global sales totals
- Jeep Wrangler and Patriot record best-ever annual U.S. sales totals
- 2012 the third consecutive year of Jeep double-digit percentage global and U.S. sales increases

January 8, 2013, Auburn Hills, Mich. - The Jeep® brand recorded global sales of 701,626 units in 2012, setting a new, all-time high – bettering the brand's previous annual high of 675,494 units sold in 1999.

Jeep vehicle sales increased 19 percent globally in 2012 versus 2011, and 13 percent in the United States (474,131 units).

"The Jeep brand has achieved double-digit percentage sales increases in each of the past three years, both globally and in the U.S. market," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "In late 2009, we set out on a course to quickly renew our entire vehicle lineup, with a focus on legendary Jeep capability combined with improved on-road driving dynamics, fuel efficiency and world-class craftsmanship. Clearly customers have appreciated the unique combination of attributes that Jeep vehicles offer.

"We expect to continue our sales momentum in 2013 with the introduction of an all-new mid-size Jeep SUV, as well as the new 2014 Jeep Grand Cherokee, which will be available with a new, clean-diesel engine," Manley added.

In 2012, each major global region recorded increased Jeep sales versus 2011. Specifically, Jeep sales in the Asia-Pacific region rose 94 percent; sales in European markets rose 29 percent; and sales in Latin American markets rose 18 percent. In China – the largest automobile market in the world – Jeep remains the fastest-growing mainstream brand, with sales up 107 percent in 2012. In the United States, Jeep has regained its number-one position in the SUV market.

Several individual Jeep nameplate records were also set in 2012. Jeep Wrangler enjoyed its best year ever both globally (194,142 units) and in the U.S. (141,669 units); Jeep Compass recorded its best year ever on a global basis (103,321 units); and Jeep Patriot recognized its best U.S. sales year with 62,010 units sold. Jeep Grand Cherokee recorded sales of 154,734 in the U.S. – its best annual total since 2005.

Across the globe, Jeep sales were led by Grand Cherokee (223,196 units), followed by Wrangler (194,142 units) and Compass (103,321 units).

The Jeep brand's sales results in 2012 come on the heels of similar success in 2011 (sales increases of 41 percent globally and 44 percent in the U.S. versus 2010) and 2010 (sales increases of 24 percent globally and 26 percent in the U.S. versus 2009).

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

With the greatest range of SUVs under one brand, the Jeep vehicle portfolio consists of:

Compass: A compact SUV with sophisticated, premium design, unsurpassed 4x4 fuel economy, freedom, utility, and Jeep 4x4 cachet and capability, all at a terrific value

Grand Cherokee: The most award-winning SUV ever, balancing legendary Jeep capability with world-class craftsmanship, premium on-road driving dynamics and an array of advanced technology and safety and security features

Liberty: The mid-size SUV that offers Jeep Trail Rated 4x4 capability combined with on-road refinement and numerous innovative features, including the industry-exclusive full-length Sky Slider open-canvas roof. An all-new Jeep mid-size SUV debuts later this year

Patriot: A compact SUV delivering the fun, adventure and value only Jeep can offer, with unsurpassed 4x4 fuel economy and segment-leading capability

Wrangler: The icon of the Jeep brand, it remains true to its heritage as the original fun-and-freedom machine. Wrangler features a recently-updated new interior and available premium body-color hardtop, along with Chrysler Group's 3.6-liter Pentastar V-6 engine that delivers fuel efficiency, power and on-road refinement

Wrangler Unlimited: The only four-door 4x4 convertible SUV on the market with room for five adult passengers, Wrangler Unlimited also features an available premium body-color hardtop, and the 3.6- liter Pentastar V-6 engine

Whether identified by their ownership of multiple Jeep vehicles, or their regular attendance at branded events, or by their abundance of Jeep gear – branded products from clothing to baby strollers – Jeep owners all have one common trail: a Jeep vehicle delivering benchmark all-weather capability that allows them to go anywhere and do anything. It's not unusual to see Jeep vehicles sporting a bumper sticker that reads, "It's a Jeep thing…you wouldn't understand."

To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand-drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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