

Contact: Miguel Ceballos

Maria Fernanda Barron  
Bosco

## **Chrysler de Mexico Posts Sales of 7,496 Units During March 2013**

- Chrysler, Dodge, Jeep® and Ram Truck sold 6,231 units
- FIAT sales grew 73 percent versus March 2012
- Jeep Wrangler achieved sales of 231 units, making this its best March since 2003
- Dodge i10 sales rise 21 percent versus March 2012
- Ram Crew Cab registered sales of 246 units

April 1, 2013, Mexico City - Today, Chrysler de Mexico reported March 2013 sales of 7,496 units.

"We were excited to reveal the all-new 2014 Jeep® Cherokee and the 2014 Dodge Durango recently at the New York Auto Show. We are confident that these two vehicles will be extremely successful for us and will resonate very well with our Jeep and Dodge customers," said Fred Diaz, President & CEO Chrysler de Mexico and President & CEO Ram Truck Brand, Chrysler Group LLC. "I continue to be pleased with the performance of our small cars and trucks. This month we reported strong sales of the Fiat Uno, Dodge i10 and Ram Crew Cab. Also, the arrival of the 2014 Jeep Grand Cherokee at our dealerships will allow us to take the Jeep brand to even greater heights and this iconic SUV will lead the way."

### **Chrysler Brand**

Chrysler brand sold 333 units. Chrysler Town & Country registered positive sales results of 243 units.

### **Jeep Brand**

Jeep brand sales performed well with 1,575 units sold during March 2013. Jeep Wrangler achieved sales of 231 units, making this its best March since 2003. Jeep Compass sold 439 units during March 2013.

### **Dodge Brand**

Among Dodge brand top performers is the Dodge i10 with 1,346 units sold. Dodge Journey sales grew 7 percent versus February 2013. Dodge Attitude continues its positive sales stride with 480 units.

### **Ram Truck Brand**

Ram Truck brand sold 1,048 units. Ram H100 Van achieved a sales increase of 32 percent; while Ram Pick-up ST posted an increase of 12 percent, both versus March 2012.

### **FIAT and Alfa Romeo Brand**

FIAT and Alfa Romeo brands' sales continue their strong ascent by posting a 74 percent improvement compared to March 2012. Fiat 500 sales were up 29 percent compared to March 2012.

### **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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