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Chrysler de Mexico Records an Increase of 15 percent -- Best April Since 2009

- Chrysler, Dodge, Jeep® and Ram Truck sales grew 11 percent versus April 2012
- FIAT sales reached an increase of 28 percent versus April 2012
- Jeep brand sales grew 27 percent, led by Jeep Grand Cherokee, which registered an increase of 66 percent, marking its best April since 2003
- Dodge i10 sales surged 43 percent versus April 2012

April 30, 2013, Mexico City - Today, Chrysler de Mexico reported April 2013 sales of 7,558 units, representing an increase of 15 percent versus April 2012.

“This month we continue our positive sales trend, posting double digit sales growth," said Bruno Cattori, President & CEO Chrysler de Mexico. “Jeep vehicles were our top sellers this month. Jeep Grand Cherokee posted its best April ever with an increase of 66 percent, while Jeep Wrangler registered its best April in 10 years, and the new Jeep Compass posted its best April since 2006. We continue to bring the best fuel efficiency and technological products to the market, such as the new Jeep Patriot, which has had great acceptance among our clients. I am sure this tendency will continue due to our world class products.”

Chrysler Brand
Chrysler brand continues its positive sales stride during April 2013 with a 4 percent increase. Chrysler Town & Country posted a sales increase of 25 percent. This iconic minivan joins with recognized Mexican designer Tanya Moss to create the Chrysler Town & Country Special Edition, which includes features such as the well-known butterfly emblems, special aluminum wheel and the keyless system Enter n´Go among others.

Jeep® Brand
Jeep® brand sales surge 27 percent during April 2013. When compared to April 2012, Jeep Wrangler and Jeep Compass posted a sales increase of 37 and 47 percent, respectively. Another key player of this brand is the Jeep Grand Cherokee, achieving a sales increase of 66 percent. The three models recorded its best April in their history.

Dodge Brand
Strong sales of the i10 pushed the Dodge brand to post sales of 3,379 units--an increase of 21 percent compared to April 2012. The Dodge Attitude continues with its momentum, posting sales of 614 units, while Dodge Journey sales are up 8 percent. Dodge Challenger sales improved 29 percent versus April 2012.

Ram Truck Brand
Ram Truck brand sold 897 units during April 2013. Ram Crew Cab sales are up 19 percent with 218 units sold. Ram H100 Van sales rose 51 percent during this month. In April 2013, Ram 1500 Laramie Longhorn was named one of Ward’s 10 Best Interiors for 2013 by *WardsAuto*.

FIAT and Alfa Romeo Brand
FIAT and Alfa Romeo sales improved 62 percent. The Fiat 500 continues its strong sales performance with 258 units sold, representing an increase of 14 percent compared to April 2012. FIAT Strada set a sales record with 92 units sold since its launch.

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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