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## **Chrysler de Mexico Retail Sales Increased 2.3 Percent During May 2013**

- FIAT posted 15 percent sales gain
- Jeep® Grand Cherokee set sales record with 667 units sold; best sales for the month of May
- Dodge Avenger sales rose 28 percent compared with May 2012

May 31, 2013, Mexico City - Today, Chrysler de Mexico reported May 2013 sales of 8,003 units, representing an increase in retail sales of 2.3 percent compared with sales in May 2012. Chrysler de Mexico total sales decreased by 2.9 percent due to a decline in fleet sales.

"Chrysler de Mexico keeps its retail sales growth trend as a result of our new product launches, starting with the Jeep® Grand Cherokee, which has just arrived in dealerships and posted a sales increase of 76 percent. Also, the new and innovative FIAT products have had positive acceptance among the Mexican market," said Bruno Cattori, President & CEO Chrysler de Mexico. "This month the Dodge brand sales increased by 14 percent, becoming a key player in our sales by offering best-in-class products, such as the Dodge Dart, which has raised the bar in its segment with class-leading, state-of-the-art technology, as well as the Dodge Journey, which continues as number one in the CUV segment in our market."

### **Chrysler Brand**

Chrysler brand sold 310 units, led by the Chrysler Town & Country selling 236 units in May 2013.

### **Jeep Brand**

Jeep brand continues its strong sales pace with 1,984 units sold. Jeep Grand Cherokee sales surged 76 percent, recording its best May ever. Other revamped Jeep products include the Jeep Patriot and Jeep Compass, which together posted 1,254 units sold. These vehicles now offer a significant face lift and a new, six-speed automatic transmission.

### **Dodge Brand**

Dodge brand sales totaled 3,512 units, an increase of 14 percent compared with May 2012. Sales of the Dodge i10 surged in May 2013 to 1,398 units, topping May 2012 sales by 46 percent. Dodge Journey sales continued its positive momentum with 1,003 units sold, while the Dodge Dart sold 297 units in May 2013.

### **Ram Truck Brand**

Ram truck brand sold 880 units. Ram 1500 continues receiving awards; this month it was recognized as a 2013 *Automobile Magazine* All-Star by the publication's editorial staff for the third time in the past four years.

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

Sales for FIAT and Alfa Romeo brands increased by 14 percent, with 535 units sold, driven by strong pickup Strada sales. FIAT 500 by Gucci edition will arrive in dealerships this June, offering customers an exclusive version of this iconic vehicle.

### **About Chrysler de Mexico**

Chrysler de Mexico was established in 1938 and is headquartered 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, Ram 2500/3500, Ram Mega Cab, Ram 3500 Chassis Cab, 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 and transmission dynamometers.

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