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Chrysler Group Reports September 2004 U.S. Sales Increase 10 Percent

September 30, 2004, Auburn Hills, Mich. -

- September Continues Year-Over-Year Sales Increases 11 of Past 12 Months
- Retail Sales Surge 14 percent
- Third Quarter 2004 is Fourth Consecutive Quarter of Year-Over-Year Sales Gains
- Chrysler Brand Quarterly Sales Increase 33 Percent; Posts New Quarterly Sales Record
- Chrysler 300 Leads Luxury Full-Size Car Segment With 23 Percent Share

Led by a 14 percent surge in retail sales, Chrysler Group reported U.S. sales of 168,744 units for September 2004, an increase of 10 percent over September 2003 when 147,114 units were sold. September's results mark 11 of the past 12 months that Chrysler Group has achieved positive year-over-year sales gains. For the fourth consecutive quarter, Chrysler Group has achieved year-over-year quarterly sales increases. Third quarter results improved to 536,397 units, a 4 percent increase over last year's sales.

All figures are reported on an adjusted basis. For unadjusted figures, please see the chart at the end of the release.

"The Florida weather affected the operations of many of our dealers in Florida," said Dilts. "Several of our dealers and their employees were back to work and open for business soon after the storms ended, allowing us to recover a portion of our sales. Their dedication to our customers and our products is recognized and appreciated."

The Chrysler 300, which posted sales of 11,163 units, commands a significant slice of the Luxury Full-Size Car segment with a 23 percent share year-to-date. Since its April introduction, the 300 has risen to the top of its segment, outpacing world-class competitors like the Audi A6, BMW 5-Series, Cadillac CTS, Acura RL and Lexus GS430. The Chrysler brand posted sales of 47,473 units, up 43 percent over 2003 sales. Quarterly sales for the Chrysler brand totaled143,480 units, up 33 percent over year ago sales and setting a new quarterly sales record.

"The Chrysler 300 absolutely sells itself in the marketplace and is clearly the new standard that other passenger cars are measured against," said Dilts. "We are seeing excitement and appeal for this vehicle on a global scale since its introduction in the U.S. and overseas."

Strong sales of Dodge Durango, Grand Caravan and Ram Pickup pushed the Dodge brand to post sales of 91,503 units, an increase of 5 percent over last year. Quarterly sales for the Dodge brand were 291,416 units, down 1 percent. Durango sales increased 44 percent to 10,828 units, while Caravan including the Stow n' Go equipped Grand Caravan posted sales of 16,892 units, an increase of 30 percent. The Dodge Ram pickup was the volume leader for the company, posting sales of 33,690 units, an increase of 2 percent.

Early response to the all-new Jeep® Grand Cherokee has been positive as the company prepares for the launch at Jeep Premiere Night on October 21, 2004. Sales of Jeep brand products are down slightly to 29,768 units or 9 percent as the remaining inventory of current Grand Cherokee units are sold to make way for the 2005 Grand Cherokee products. Sales of Jeep Liberty posted a sales increase of 15 percent to 12,233 units while Jeep Wrangler sales were 5,307 units, increasing 7 percent over 2003 sales.

"Our nine model product launches this year filled the pipeline with exciting new vehicles customers want to buy with industry-first features like Stow n' Go seating, standard setting designs like the Chrysler 300 and best-in-class trucks like the all-new Dodge Dakota," said Dilts. "We're going into the fourth quarter with a lineup of America's Hottest Products looking to continue building on our positive sales momentum."

Chrysler Group finished the month with 563,078 units of inventory, or an 83-day supply.

DaimlerChrysler Corporation U.S. Sales Summary Thru September 2004

	Month Sales		DR %	Vol %	Sales CYTD		DR %	Vol %
Model	**Curr Yr**	**Pr Yr**	**Change**	**Change**	**Curr Yr**	**Pr Yr**	**Change**	**Change**
Sebring	7,630	6,299	16%	21%	83,724	76,061	10%	10%
Concorde	170	1,328	-88%	-87%	3,942	24,557	-84%	-84%
300	11,304	1,479	634%	664%	77,013	20,486	274%	276%
Prowler	0	0	0%	0%	0	511	-100%	-100%
Crossfire	1,190	578	98%	106%	11,300	2,171	418%	420%
PT Cruiser	9,484	6,305	44%	50%	89,342	83,934	6%	6%
Pacifica	7,564	7,589	-4%	0%	59,418	33,352	77%	78%
Town & Country	10,131	8,185	19%	24%	105,339	111,185	-6%	-5%
CHRYSLER BRAND	**47,473**	**31,763**	**43%**	**49%**	**430,078**	**352,257**	**22%**	**22%**
Wrangler	5,307	4,770	7%	11%	63,462	51,678	22%	23%
Liberty	12,233	10,253	15%	19%	129,594	118,549	9%	9%
Grand Cherokee	12,228	16,410	-28%	-25%	134,591	144,750	-7%	-7%
JEEP BRAND	**29,768**	**31,433**	**-9%**	**-5%**	**327,647**	**314,977**	**4%**	**4%**
Neon	7,308	10,574	-34%	-31%	90,530	94,211	-4%	-4%
Stratus	7,932	7,117	7%	11%	76,052	78,779	-4%	-3%
Intrepid	242	5,127	-95%	-95%	7,441	68,557	-89%	-89%
Viper	134	110	17%	22%	1,413	1,741	-19%	-19%
Magnum	5,150	0	0%	0%	23,016	0	0%	0%
Dakota	8,365	8,285	-3%	1%	85,016	86,731	-2%	-2%
Ram P/U	33,690	31,669	2%	6%	328,929	334,149	-2%	-2%
Caravan	16,892	12,522	30%	35%	185,375	185,047	0%	0%
Durango	10,828	7,225	44%	50%	103,659	85,308	21%	22%
Ram Van/Wagon	106	1,014	-90%	-90%	6,094	18,383	-67%	-67%
Sprinter Van	856	275	199%	211%	7,045	1,006	597%	600%
DODGE BRAND	**91,503**	**83,918**	**5%**	**9%**	**914,570**	**953,912**	**-5%**	**-4%**
TOTAL CHRYSLER GROUP	**168,744**	**147,114**	**10%**	**15%**	**1,672,295**	**1,621,146**	**3%**	**3%**
TOTAL CG CAR	**37,014**	**32,612**	**9%**	**13%**	**364,305**	**367,074**	**-1%**	**-1%**
TOTAL CG TRUCK	**131,730**	**114,502**	**10%**	**15%**	**1,307,990**	**1,254,072**	**4%**	**4%**
Selling Days	25	24			230	229		

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