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## **Chrysler de Mexico Posted Sales of 8,045 Units During June 2013**

- FIAT posted sales gains of 35 percent versus June 2012
- Jeep® Grand Cherokee sold 515 units during June; best June since 2003
- Dodge Charger sales grew 75%; marking this the best June in eight years
- Ram Crew Cab sales improved 37 percent; best June since its launch

July 1, 2013, Mexico City - Chrysler de Mexico announced sales of 8,045 vehicles during June; representing an increase in fleet sales of 2.1 percent versus June 2012. Total Chrysler de Mexico sales decrease 5.5 percent due to low availability in some product lines.

"Chrysler de Mexico registered 4 sales records on June compared to previous year, these records come from our flagship vehicles, including the, Dodge Charger, Jeep® Grand Cherokee, Jeep ® Wrangler and Ram Crew Cab " said Bruno Cattori, President & CEO Chrysler de Mexico. "The new or renewed products we are introducing are resonating among customers, like the Challenger Red Line which heats up the brand's iconic muscle car line up with the Pentastar V-6 engine, this products are a result of the compromise we have to bring avant-garde products to these competitive market" Cattori added.

### **Chrysler Brand**

Chrysler brand sold 382 units driven by the Chrysler Town & Country which registered an increase of 13 percent versus June 2012. Chrysler 200 sales improved 4 percent versus prior year.

### **Jeep® Brand**

Jeep® brand sold 1,744 units. Jeep Grand Cherokee was the best-selling Jeep model in June, recording sales gain of 32 percent and making it the best June since its launch. Jeep Wrangler continues its strong sales performance by posting a 29 percent of sales increase; setting a sales record in the year.

### **Dodge Brand**

Dodge brand sold 3,318 units during June. Dodge Charger and Dodge Challenger reported a double digit of sales increase: 75 percent and 27 percent respectively. Dodge i 10 sales continued to increase in June and posted a sales gain of 6 percent over the previous year.

### **Ram Truck Brand**

Ram truck brand has successful sales of 1,188 units during June 2013. Ram Crew Cab sales rose 37 percent; this awarded pickup Ram continues raising the bar in its segment. Ram ST sales improved 27 percent. Both versus June 2012.

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

FIAT and Alfa Romeo sales saw an increase of 37 percent compared to June 2012. FIAT 500 continues as the leader for the luxury small cars segment, this month posted an increase of 31 percent. FIAT Strada reported sales of 87 units; representing its best month.

### **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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