

## All-New Jeep Cherokee Propels Chrysler Canada to a Strong Sales Month

- 18,522 vehicles sold; an increase of 10 per cent over February 2013 sales
- February sales records set for Jeep Wrangler, Chrysler Town & Country and Ram trucks
- Best February for mid-size Sport Utility Vehicles, with 1,358 Jeep Cherokee sales
- Ram truck is the second best-selling vehicle in Canada

March 2, 2014, Windsor, Ontario - Chrysler Canada today announced its 51st consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. February 2014 sales were 18,522 compared with 16,832 in February, 2013, representing a 10 per cent increase.

"Chrysler Canada has an 89 year legacy of helping to build and preserve the automotive fabric of this great nation, and our 2014 model year offerings are undoubtedly the best in our Company's history," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "We are thrilled to see customers embracing our hottest-selling vehicles like the all-new Jeep Cherokee and our award-winning Ram trucks, which have helped lead us to 51 consecutive months of year-over-year sales growth."

### Sales Highlights:

The Jeep brand had a great month in February with 4,212 units sold, representing a 41 per cent increase over the brand results from the same month in 2013. Leading the pack was the all-new Jeep Cherokee, which was recently recognized by the Automobile Journalists Association of Canada (AJAC) as the 2014 Utility Vehicle of the Year. 1,358 Jeep Cherokee sales were recorded last month, marking the Company's best February for mid-size Sport Utility Vehicles. Jeep Wrangler also set a sales record in February 2014 with 1,317 vehicles sold, compared with 1,146 sold in February of 2013. This marks a 15 per cent increase.

Since launch, the new Ram 1500 has won nearly universal praise for its outstanding fuel efficiency, industry-leading technology and customer-friendly features. Most recently, Consumer Reports designated Ram 1500 as their "Top Pick" pickup truck. In February 2014, Ram set a monthly sales record with 5,390 pickup trucks sold, compared with 5,106 sold in February of 2013. This represents a 6 per cent increase and marks the 15th month of consecutive year-over-year sales gains for Ram trucks.

Dodge and Chrysler minivans also experienced a strong sales month in February 2014. After 30 years on the market, and with more than 13.5 million sold around the world, Dodge Grand Caravan and Chrysler Town & Country minivan sales were up 22 per cent, compared with the results from February 2013 when 3,751 units were sold. In addition, the Chrysler Town & Country set a monthly sales record in February with 639 units sold. These Canadian-made products collectively represent more than 60 per cent of the minivan segment.

### Sales Charts:

February	February 2014	February 2013	% Change
Total Volume	18,522	16,832	10%

Model Highlights	February 2014	February 2013	% Change	
Ram Pickup	5,390	5,106	6%	Record February sales
Jeep Wrangler	1,317	1,146	15%	Record February sales

Chrysler T&C	639	579	<b>10%</b>	Record February sales
Dodge Gr. Caravan	3,930	3,172	<b>24%</b>	
Jeep Cherokee	1 358			

<b>CYTD Sales</b>	<b>February 2014</b>	<b>February 2013</b>	<b>% Change</b>
Total Volume	36,220	33,845	<b>7%</b>

<b>Model Highlights</b>	<b>February 2014</b>	<b>February 2013</b>	<b>% Change</b>	
Ram Pickup	10,823	10,511	<b>3%</b>	#2 in Canada
Dodge Gr. Caravan	6,960	5,944	<b>17%</b>	#3 in Canada
Fiat Brand	994	739	<b>35%</b>	
Jeep Cherokee	2,668			

#### **About Chrysler Canada:**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Journey, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

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