

## **Chrysler de Mexico Sold 6,614 Units During February, 2014**

- FIAT brand sales grew 21 percent versus February 2013.
- Fiat 500 reported best February sales since its launch.
- Dodge Challenger sales surge 240 percent over last year sales.
- Jeep brand grew 3 percent versus February 2013
- Jeep® Wrangler sales up 19 percent; marking its best February sales in history.
- Ram Crew Cab sales climb 11 percent.

March 2, 2014, Mexico City - March 1st 2014 – Mexico City, Mexico. Chrysler de Mexico announced today sales of 6,614 units for the month of February 2014.

“We just launched our Jeep Cherokee campaign with great acceptance among the media and customers, the new TV Spot set an all-time record for Jeep Mexico with more than 1.4 million views in one day on YouTube. This vehicle started its sales in a very strong way, showing great acceptance among the Mexican market, with our emphasis on Jeep Cherokee quality consolidates us as number one in the SUV segment. On February Jeep brand sales were up 3 percent.” said Bruno Cattori, President & CEO of Chrysler de Mexico. “Fiat brand grew 21 percent; and Fiat 500, proudly assembled in Mexico, set a sales record for February.” Cattori added

### **Chrysler Brand**

February 2014 sales for the Chrysler brand were 235 units.

### **Jeep® Brand**

Jeep brand sales were strong in February, posting sales of 1,700 units; representing an increase of 3% compared to February 2013. Jeep Wrangler sales of 216 units increased 19 percent over February 2013; marking its best February on its sales history. Jeep Grand Cherokee posted sales of 417 units. Jeep Cherokee, still in launch phase, sold 141 units during February, showing great acceptance among the Mexican market; this vehicle won Best Small Utility by MotorWeek’s Drivers’ Choice Award. Jeep Patriot also experienced strong sales of 503 units; last month, Kelley Blue Book’s KBB.com named this vehicle winner of its 5-Year Cost to Own Award, for a second consecutive year. Another key player is the Jeep Compass which reported sales of 422 units during February 2014.

### **Dodge Brand**

Dodge brand sales continue their strong ascent by posting sales of 2,294 units during February 2014. Dodge i10 sales show continued strength with sales of 1,028 units. Dodge Challenger monthly sales improved 240 percent. Dodge Durango sales surged 32 percent. All compared to February 2013.

Last month the 2014 Dodge Dart, Dodge Durango, Dodge Charger and Dodge Challenger, have all been named the “Most Loved Vehicles in America” by Strategic Vision.

### **Ram Truck Brand**

Ram brand recorded sales of 928 units. Ram Crew Cab sales improved 11 percent versus February 2013.

During February Ram 1500 and Ram 2500/3500 were named the "Most Loved Vehicles in America" by Strategic Vision.

#### FIAT and Alfa Romeo Brand

FIAT and Alfa Romeo had another solid month, with sales of 646 units, up 21 percent compared with February 2013. Fiat 500 posted February sales of 358 vehicles; best February since its launch. Last month the Fiat Strada sold 186 units.

#### About Chrysler de Mexico

Chrysler de Mexico was established in 1938 and has its headquarters in Santa Fe. It has 7 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, Saltillo South Engine Plant, and Saltillo Van Assembly Plant. Since 2009, Chrysler de Mexico has been implementing World Class Manufacturing (WCM)—a production methodology designed to reduce waste—that 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, Ram Promaster 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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