

## Jeep and Ram Truck Brand Set Sales Records in Q1

- 24,649 vehicles sold; an increase of 2 per cent over March 2013 sales
- March sales records set for Jeep Brand, Ram Truck Brand and Chrysler Town & Country
- Q1 sales record for Jeep Brand and Ram Truck Brand
- Best Q1 and Best March Sales Since 2000

April 1, 2014, Windsor, Ontario - Chrysler Canada today announced its 52nd consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. March 2014 sales were 24,649, compared with 24,173 in March 2013, representing a 2 per cent increase. Chrysler Canada is the top-selling automotive company in the country in 2014.

"Consistently strong sales of the new Jeep Cherokee and Ram 1500 trucks have helped to cement Chrysler Canada's position as the number one-selling automotive company through the first quarter of 2014," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "These results are a testament to the company-wide focus on providing a range of fuel-efficient vehicles that meet the needs of consumers without sacrificing performance and of course, affordability."

### Sales Highlights:

The Ram Truck brand posted an increase of 5 per cent in March 2014 with 8,075 sales, compared with 7,685 trucks sold in the same month of 2013. This marks the Ram Truck brand's 16th month of consecutive year-over-year sales gains in Canada. These results also represent a monthly sales record for Ram Trucks as well as a record first quarter.

The first shipments of the all-new 2014 Ram 1500 EcoDiesel arrived in dealer showrooms across Canada in March and will accelerate already record sales levels. The overwhelming consumer response to these class-exclusive, half-ton diesel trucks is attributed to their unique and desirable combination of a best-in-class fuel efficiency rating of 7.1 L/100km (40 MPG), unsurpassed V6 torque of 420 lb-ft and 4,172 kg (9,200 lbs.) of towing capacity.

The Jeep brand also posted a record sales month in March with 5,081 units reported, an increase of 41 per cent compared with sales from March of 2013. Through the first quarter, the Jeep Brand continues to gain momentum with 12,800 units reported representing the brands best sales start to a year on record. The top three Jeep vehicles sold in March were Cherokee, Grand Cherokee and Wrangler.

Minivan sales were up for both the month of March 2014 as well as the first quarter. Collectively, the Canadian-made Dodge Grand Caravan and Chrysler Town & Country account for 70 per cent of the minivan market in Canada (or 7 of every 10 minivans sold). The Chrysler Town & Country posted a record March in 2014 with 1,111 sales, compared with 793 sold in March of 2013. This represents a 40 per cent increase.

### Sales Charts:

<b>March</b>	<b>March 2014</b>	<b>March 2013</b>	<b>% Change</b>	
Total Volume	24,649	24,173	2%	
<b>Model Highlights</b>	<b>March 2014</b>	<b>March 2013</b>	<b>% Change</b>	
Ram Pickup	7,544	7,476	1%	Record March

Jeep Wrangler	1,911	1,719	<b>11%</b>	Record March
Chrysler Town & Country	1,111	793	<b>40%</b>	Record March
Total Ram Brand	8,075	7,685	<b>5%</b>	Record March
Total Jeep Brand	5,081	3,596	<b>41%</b>	Record March

<b>CYTD Sales</b>	<b>March 2014</b>	<b>March 2013</b>	<b>% Change</b>
Total Volume	60,869	58,018	<b>5%</b>

<b>Model Highlights</b>	<b>March 2014</b>	<b>March 2013</b>	<b>% Change</b>	
Ram Pickup	18,367	17,987	<b>2%</b>	#2 selling vehicle
Dodge Grand Caravan	11,130	10,055	<b>11%</b>	#4 selling vehicle
Total Ram Brand	19,768	18,483	<b>7%</b>	Record Q1
Total Jeep Brand	12,800	9,953	<b>29%</b>	Record Q1

#### **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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