

## **Chrysler de Mexico Sold 7,196 Units on March 2014**

- Jeep® Grand Cherokee continued its great sales pace, posting sales of 511 units for the month; best March ever
- In its introduction phase, the new Jeep Cherokee reported sales of 438 units during March 2014
- Fiat 500 posted sales of 391 units; best March since its launch
- Dodge Challenger sold 61 units; best March since 2009

April 1, 2014, Mexico City - Chrysler de Mexico announced sales of 7,196 units for March 2014.

"Jeep® brand offers the best capability off road, without compromising luxury and comfort, thanks to its sophisticated technology components, efficient engines and advanced engineering. All of this has positioned the brand as the leader in the Mexican SUV segment," said Bruno Cattori, President & CEO of Chrysler de Mexico. "Last month we reported a sales record for the Jeep Grand Cherokee, which continues as one of the favorite SUVs. Another member of the Jeep family who is receiving a very positive reaction from our dealers and customers is the new Jeep Cherokee; this vehicle is the only one of its kind with a nine-speed automatic transmission. This year, we will continue bringing new and revamped products to the market, like the all-new Chrysler 200, a vehicle that will raise the bar in its segment."

### **Chrysler Brand**

The Chrysler brand finished the month with sales of 251 units.

### **Jeep Brand**

Jeep brand continued to perform well with sales of 2,101 units in March, representing an increase of 33 percent. Jeep Grand Cherokee sales increased 58 percent in March compared with the same month last year, making it the best March ever. Jeep Wrangler sales rose 23 percent. The new Jeep Cherokee posted sales of 438 units during March 2014.

### **Dodge Brand**

Dodge brand posted sales of 2,336 units. Dodge Journey sales led the way with sales of 819 vehicles. Dodge Challenger gained 239 percent over last year and posted sales of 61 units. Last month, the 2014 Dodge Dart was named a "Best Bet" in the compact car category of this year's edition of *The Car Book*.

### **Ram Truck Brand**

Ram brand logged sales of 905 units. Ram ST sold 243 units; this pickup truck offers the awarded Pentastar V-6 with its best-in-class fuel economy. Ram Crew Cab sold 210 units during March 2014.

### **FIAT and Alfa Romeo Brands**

Sales for the FIAT and Alfa Romeo brands were of 663 units. Among the Chrysler de Mexico top performers in March was the Fiat 500, with sales of 391 units, an increase of 36 percent compared with March 2013; best March since its launch. The three versions of Fiat Strada sold 158 units in March 2014.

### **About FCA México**

FCA México, S.A. de C.V. is a Mexican automaker with a new name and a long history. Headquartered in Santa Fe, FCA México is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA México manufactures and sells vehicles under the Alfa Romeo, Chrysler, Dodge, Fiat, Jeep®, Mopar, Ram, SRT and Mitsubishi brands. FCA México is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925, and Fiat, founded in Italy in 1899 by pioneering

entrepreneurs, including Giovanni Agnelli.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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