

## **Chrysler Group LLC Reports May 2014 U.S. Sales Increased 17 Percent; Best May Sales Since 2007**

- 50th-consecutive month of year-over-year sales gains
- Jeep®, Dodge, Ram Truck and FIAT brands each post sales gains in May compared with same month a year ago
- Jeep brand sales up 58 percent; best sales month ever for third consecutive month
- Ram pickup truck sales up 17 percent; best May sales since 2005
- FIAT brand sales up 18 percent; best May sales ever
- Eight Chrysler Group vehicles set sales records in May

June 3, 2014, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 194,421 units, a 17 percent increase compared with sales in May 2013 (166,596 units), and the group's best May sales since 2007.

The Jeep®, Dodge, Ram Truck and FIAT brands each posted year-over-year sales gains in May compared with the same month a year ago. The Jeep brand's 58 percent increase was the largest sales gain of any Chrysler Group brand during May and its best sales month ever. Chrysler Group extended its streak of year-over-year sales gains to 50-consecutive months in May.

"Our Jeep sport-utility vehicles and Ram pickups continued to do well in May as our dealers reported brisk May sales over five weekends and the Memorial Day holiday," said Reid Bigland, Head of U.S. Sales. "For the third consecutive month, our Jeep brand recorded its best sales month ever helping Chrysler Group to achieve its 50th-consecutive month of year-over-year sales gains. The Dodge Dart compact car had its best sales month ever, while our Ram pickup truck recorded another double-digit sales increase."

The Jeep brand continued to topple sales records in May as the brand posted its best ever sales month in the U.S. Four of eight Chrysler Group vehicles that set sales records in May were Jeep brand models. The Jeep Compass, with its 64 percent sales increase, posted the largest year-over-year percentage sales gain of any Chrysler Group vehicle in May. Ram pickup truck sales were up 17 percent in May, while the Dodge Dart compact car posted its best sales month ever with a 16 percent sales gain.

Chrysler Group finished the month of May with a 69 days supply of inventory (494,482 units). U.S. industry sales figures for May are internally projected at an estimated 16.9 million units Seasonally Adjusted Annual Rate (SAAR).

### **May 2014 U.S. Sales Highlights by Brand**

#### **Jeep® Brand**

Jeep brand sales were up 58 percent in May, the brand's best monthly sales ever and the largest percentage sales gain of any Chrysler Group brand for the month. May marked the third-consecutive month in which the Jeep brand set an all-time monthly sales record and the first time that monthly Jeep brand sales topped 70,000 units in the U.S. The Jeep Compass, Wrangler and Cherokee each recorded their best sales month ever, while the Jeep Patriot logged its best May sales ever. The Jeep Grand Cherokee posted its best May sales since 2000. Sales of the Compass compact SUV were up 64 percent, the largest percentage sales gain of any Chrysler Group vehicle in May. The Jeep Compass and Patriot last month made Kelley Blue Book's annual list of the 10 Most Affordable SUVs.

Jeep brand vehicles cleaned up at the recent 20th annual "Mudfest" competition hosted by the Northwest Automotive Press Association (NWAPA) in May. The all-new 2014 Jeep Cherokee took home top honors, being voted "Northwest Outdoor Activity Vehicle of the Year" by the more than 20 automotive journalist members of NWAPA in attendance. In addition, the Cherokee was the winner of the Compact Utility class, while the 2014 Jeep Grand Cherokee was named winner of the Premium Standard Utility class.

### **Ram Truck Brand**

Sales of the Ram pickup truck – Motor Trend's "Truck of the Year" and first-ever back-to-back champion – were up 17 percent in May, the truck's best May sales since 2005 and its 49th-consecutive month of year-over-year sales gains. Ram Light Duty sales increased 14 percent in May, while Ram Heavy Duty pickups were up 34 percent. Ram Truck brand sales, which include the Ram ProMaster van and Ram Cargo Van, were up 19 percent in May, the brand's best May sales since 2005.

### **FIAT Brand**

FIAT brand sales were up 18 percent in May, its best ever monthly sales since the brand returned to the U.S. market in 2011. It was the brand's sixth-consecutive month of year-over-year sales gains. Sales of the Fiat 500L were up 14 percent in May, its best sales month ever since launch in June 2013. The Fiat 500 Cabrio Abarth, with its 66 percent year-over-year increase, recorded the largest percentage sales gain of any Fiat 500 model in May. The Fiat 500T and Fiat 500e all-electric vehicle also posted sales gains for the month.

### **Dodge Brand**

Dodge brand sales were up 3 percent in May, the brand's best May sales since 2007. Three Dodge brand vehicles – the Dart, Journey, and Challenger – each set sales records in May. Sales of the Dodge Dart compact sedan were up 16 percent, the compact sedan's best ever sales month since launch in mid-2012. The Dart last month was named a "Best Bet" in the compact car category of this year's edition of The Car Book. It is the second-consecutive year the Dart has been so honored.

Sales of the Dodge Journey mid-size crossover were up 33 percent, its best sales in the month of May and the largest percentage sales gain of any Dodge vehicle during the month. The Journey last month made Kelley Blue Book's annual list of the 10 Most Affordable SUVs. With its 4 percent increase, the Dodge Challenger muscle car also posted its best sales in the month of May.

The Dodge Durango full-size SUV recorded its best May sales in nine years. Durango sales were up 28 percent in May compared with the same month a year ago, extending its run of year-over-year sales gains to 19-consecutive months. The Dodge Grand Caravan had its best May sales since 2007.

The newly-consolidated Dodge and SRT brands last month introduced the new 600-plus horsepower 2015 Dodge Challenger SRT with a Hellcat engine and its stablemate – the 2015 Dodge Challenger SRT – just one month after taking the wraps off the new Dodge Challenger 392 HEMI® Scat Pack Shaker at the New York Auto Show.

### **Chrysler Brand**

Chrysler Town & Country sales were up 37 percent in May, compared with the same month a year ago. It was the minivan's best May sales since 2006 and its 10th-consecutive month of year-over-year sales gains. Chrysler brand sales were down 22 percent in May, reflecting the end of production of the 2014 Chrysler 200 mid-size sedan and convertible.

The all-new 2015 Chrysler 200 started to arrive in Chrysler dealerships in small numbers in May. Greater volumes of the new 200 are expected in dealerships in July. The Chrysler brand reported in May that 10,000 2015 Chrysler 200 vehicle orders were placed on the very first day vehicle orders were made available to dealers. More than 17,000 vehicle orders were placed in the first two days. The Sterling Heights (Mich.) Assembly Plant (SHAP) is at full production through mid-July and orders for the new 200 continue to roll in.

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