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Chrysler Canada Remains the Number-One Seller of New Vehicles Through the Half-Way Point of 2014

- 27,013 vehicles sold in June 2014, an increase of 3 per cent over June 2013
- Successful June sales translates to 55 consecutive months of year-over-year sales growth for Chrysler Canada
- June sales records set for Jeep, Fiat and Ram Truck brands
- June sales records set for Dodge Dart, Jeep Wrangler and Ram pickups, plus a strong month for Canadian-built minivans

July 2, 2014, Windsor, Ontario - Chrysler Canada announced today, that at the halfway point of calendar year 2014, it has retained its position as the number one-seller of new vehicles in the country. June 2014 sales were 27,013 units, compared with 26,222 in June 2013, representing a 3 per cent increase.

“Strong June sales have contributed to our best calendar-year-to-date sales since 1988,” said David Buckingham, Chief Operating Officer, Chrysler Canada. “We have now achieved 55 months of year-over-year sales growth, the longest streak in our company’s history. A product portfolio which continues to broaden and appeal to Canadians is the key to this success story.”

Sales Highlights

The Jeep brand is a global pillar of Chrysler Group LLC and has legendary heritage which can be traced back more than 70 years. As the number-one selling SUV brand in the country, this family of vehicles resonates with Canadians for their capability, craftsmanship, technology and value.

In Canada, the Jeep brand experienced a June sales record with 6,817 units sold. Again, the iconic Jeep Wrangler led the charge, with 2,553 units sold. Offered as a two-door or four-door ‘Unlimited’ model, Wrangler offers not only go-anywhere capability, but also the unique opportunity to own a vehicle which has not only a removable roof, but also removable doors and a fold-down windscreen.

Rich with Italian heritage and La Dolce Vita attitude, the Fiat brand set a June sales record with 854 units sold, an increase of 12 per cent over 2013. From the subcompact and efficient 500 and 500c, to the family-minded 500L and even the pocket-rocket Abarth models, the storied Fiat brand continues to find Canadian fans since returning to our shores in 2011.

The Dodge brand meanwhile, is currently celebrating its centennial year as North America’s mainstream performance brand. From muscle cars to compact cars, minivans, crossovers and full-size SUVs, Dodge models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of unique features.

Built from a European-derived Alfa Romeo chassis, the Dodge Dart enjoyed its best June sales to date with 1,064 units sold. A simplification of the Dart lineup for 2014 and expanded availability of the muscular 184-horsepower 2.4-litre Tigershark four-cylinder engine helped Dart resonate with discerning Canadian compact car shoppers.

June was also a strong month for sales of the Canadian-built Dodge Grand Caravan and its sister product, the Chrysler Town & Country. A combined total 5,420 of the Windsor, Ontario-built minivans were sold, marking an increase of 5 per cent over June 2013. Those sales helped these iconic vehicles retain their 30-year-long position as Canada’s best-selling minivans.

Finally, the overall Ram Truck brand and Ram pickups set June sales records, continuing a momentum that began in 2009 when Ram became a stand-alone brand focused on building the world's best lineup of trucks. In total 8,034 Ram trucks were sold in June 2014, up 6 per cent from June 2013. Ram pickup sales increased to 7,251 units for June 2014, up 1 per cent over sales from the same month last year.

The Ram Truck Brand ended June 2014 by announcing the newest addition to its commercial vehicle lineup. The 2015 Ram ProMaster City arrives later this year – in cargo van and five-seat passenger Wagon configurations – with several best-in-class features from horsepower to cargo volume.

Sales Charts:

June	**June 2014**	**June 2013**	**% Change**	
Total Volume	27,013	26,222	**3%**	

Model Highlights	**June 2014**	**June 2013**	**% Change**	
Ram Pickup	7,251	7,176	**1%**	All-time record June
Jeep Wrangler	2,553	2,238	**14%**	All-time record June
Dodge Dart	1,064	900	**18%**	All-time record June
Total Ram Brand	8,034	7,576	**6%**	All-time record June
Total Jeep Brand	6,817	5,158	**32%**	All-time record June
Total Fiat Brand	854	760	**12%**	All-time record June

CYTD Sales	**June 2014**	**June 2013**	**% Change**	
Total Volume	146,592	139,234	**5%**	

Model Highlights	**June 2014**	**June 2013**	**% Change**	
Ram Pickup	42,838	41,228	**4%**	#2 selling in Canada
Dodge Grand Caravan	26,555	23,741	**12%**	#5 selling in Canada
Total Ram Brand	46,262	42,701	**8%**	
Total Jeep Brand	33,293	23,624	**41%**	

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 Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centres throughout the country.

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