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Chrysler de Mexico Reports Sales for August 2014, 7,143 Units Sold

- Ram brand sales were up by 100 percent compared to August 2013
- Jeep® brand sales improved 16 percent year-over-year
- Chrysler brand posted sales gains of 4 percent versus August 2013
- All-new Chrysler 200 has best sales month of the year; sales surged 82 percent
- Dodge Challenger sales surged 253 percent compared to August 2013
- Jeep Patriot sales increased by 20 percent
- Ram 4000 sales grew 89 percent versus August 2013
- Fiat 500 reported a sales gain of 41 percent versus August 2013; best August since its launch

September 3, 2014, Mexico City - Today, Chrysler de Mexico announced sales of 7,143 units for the month of August 2014.

"Our all-new Chrysler 200 in its launching phase has already marked a sales record for the brand. This new vehicle debuts the new "face" of the Chrysler brand, a thoughtful, well-crafted interior and an exceptional driving experience, " said Bruno Cattori, President & CEO of Chrysler de Mexico. "Last month, as part of the new vehicles we are bringing to the market, we unveiled the Fiat 500 1957, a homage to the historic Fiat Nuova 500. This vehicle offers a retro style, but with new technology offered by the FIAT brand.

"If our new products are attracting new customers that means we are in the right path and we will continue working to fulfill our clients' needs," Cattori added.

Chrysler Brand
August 2014 sales for the Chrysler brand were 319 units, an increase of 4 percent. Chrysler 200 experienced a significant sales increase — 82 percent versus August 2013, making this its best sales month of the year. Last month, this vehicle was named a 2014 Top Safety Pick Plus by the Insurance Institute for Highway Safety.

Jeep® Brand
Strong sales of Jeep Patriot pushed the Jeep brand to post sales of 2,027 units. Other highlights for the Jeep brand were the Jeep Grand Cherokee, which recorded sales of 401 units, and Jeep Cherokee, which reported sales of 392 units during August 2014.

Dodge Brand
Dodge brand reported August sales of 1,493 units. Dodge Challenger sales continued its strong pace by posting sales of 53 units, an increase of 253 percent over August 2013 sales. The Dodge Durango also kept its momentum and finished August with sales of 96 units, up 46 percent from August 2013. Dodge Journey also had high volume sales of 912 units for the month.

Ram Truck Brand
Sales of the Ram Truck brand increased in August by 100 percent. Ram ST sold 873 units, marking an all-time sales record. Ram 4000 posted strong sales results for August, increasing 89 percent. Ram Crew Cab sales of 456 units through August are 73 percent better than last year.

FIAT and Alfa Romeo Brands
The FIAT and Alfa Romeo brands reached sales of 728 units. Fiat 500 sales were up 41 percent; its best August

since its launch. Fiat Uno sales increased 57 percent.

Last month, we introduced to the Mexican market the Fiat 500 1957 special edition. This model is built on the Fiat 500's storied past with unique exterior and interior design elements. This special edition is proudly assembled in Mexico.

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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