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Chrysler Group LLC Reports September 2014 U.S. Sales Increased 19 Percent; Best September Sales Since 2005

- 54th-consecutive month of year-over-year sales gains
- Chrysler, Jeep®, Ram Truck and FIAT brands each post sales gains in September compared with same month a year ago
- Jeep brand sales up 47 percent; best September sales ever
- Six Chrysler Group vehicles record best ever September sales
- Ram pickup truck sales up 30 percent; best ever September sales
- Chrysler 200 sales up 15 percent; best ever September sales

October 1, 2014, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 169,890 units, a 19 percent increase compared with sales in September 2013 (143,017 units), and the group's best September sales since 2005.

The Chrysler, Jeep®, Ram Truck and FIAT brands each posted year-over-year sales gains in September compared with the same month a year ago. The Jeep brand's 47 percent increase was the largest sales gain of any Chrysler Group brand and the brand's best ever sales in the month of September. Chrysler Group extended its streak of year-over-year sales gains to 54-consecutive months.

"Continued consumer demand for our new Chrysler 200 mid-size sedan, our Jeep models, and the Ram pickup truck helped Chrysler Group achieve a 19 percent sales increase in September and our 54th-consecutive month of year-over-year sales growth," said Reid Bigland, Head of U.S. Sales. "Chrysler Group sales continue to demonstrate strength as we recorded our seventh month of double-digit growth this year."

Six Chrysler Group vehicles recorded their best ever September sales, including the Jeep Wrangler, Jeep Compass, Jeep Patriot, Chrysler 200 and Ram pickup truck. Sales of the 200 were up 15 percent, compared with the same month a year ago. The Jeep and Ram Truck brands recorded the largest percentage sales gains of Chrysler Group brands in September.

Chrysler Group finished the month of September with a 71 days supply of inventory (500,402 units). U.S. industry sales figures for September are internally projected at an estimated 16.6 million units Seasonally Adjusted Annual Rate (SAAR).

Jeep® Brand

Jeep brand sales were up 47 percent, the brand's best ever sales in the month of September. The brand's 47 percent increase was the largest percentage sales gain of any Chrysler Group brand for the month. It also was the brand's 12th-consecutive month of year-over-year sales gains. The Jeep brand has set a sales record in each month this year, including the all-time sales record in May. The Jeep Wrangler, Compass and Patriot each logged their best ever sales in the month of September.

Ram Truck Brand

The Ram pickup truck recorded its best ever sales in the month of September. Sales of the Ram pickup were up 30 percent in September, its 53rd-consecutive month of year-over-year sales gains. Ram Light Duty sales increased 21 percent in September while Ram Heavy Duty pickups were up 49 percent. Ram Truck brand sales, which include the Ram ProMaster van and Ram Cargo Van, were up 35 percent in September, the brand's best September sales since

2005. Cargo Van sales were up 13 percent in September, its best ever sales in the month of September.

With sales of the Ram pickup on a 53-month sales streak, Chrysler Group's Warren Truck Assembly Plant in Michigan is increasing production. The plant that built back-to-back Motor Trend Truck of the Year winners in 2013 and 2014 will be building an average of an additional 100 vehicles a day or 28,585 more trucks a year to keep up with demand.

Chrysler Brand

Chrysler brand sales were up 14 percent, the brand's best September sales since 2007. The sales increase was driven by the Chrysler 200 mid-size sedan and the Chrysler Town & Country minivan. Sales of the 200 were up 15 percent last month, its best ever sales in the month of September.

Sales of the Town & Country minivan were up 23 percent in September, the minivan's best September sales in eight years. Continuing to offer the versatility and functionality it is known for, the Town & Country minivan is available in two additional models for 2015: The Town & Country LX offers an exceptional level of standard content at a starting price under $30,000; the Town & Country Limited Platinum builds on the luxury and convenience of the Town & Country Limited.

FIAT Brand

Sales of the Fiat 500 were up 29 percent in September compared with the same month a year ago. It was the 500's best September sales since 2012. FIAT brand sales, which include the 500 and Fiat 500L, were up 6 percent in September. Sales of the 500L resumed last week following a recall that affected an estimated 29,500 vehicles in the U.S. and Canada. The knee air bags were replaced in these vehicles.

Dodge Brand

The Dodge Journey, Grand Caravan and Viper each recorded year-over-year sales increases in September. Sales of the Grand Caravan were up 3 percent, the minivan's best September in two years. The Journey mid-size crossover logged its best September sales in two years as well. Viper sales were up 140 percent in September, reflecting the repositioning of the iconic Detroit-built supercar for 2015. Dodge brand sales were down 9 percent in September compared with the same month a year ago.

The Dodge brand auctioned the first production 707-horsepower 2015 Dodge Challenger SRT Hellcat VIN0001, the most powerful and fastest muscle car ever, for $825,000 at the Sept. 27 Barrett-Jackson Las Vegas 2014 auction. The auction benefitted Opportunity Village, a not-for-profit organization that serves people with significant intellectual disabilities in the Las Vegas area. The Engelstad Family Foundation of Las Vegas matched the auction price, bringing the grand total raised for Opportunity Village to $1.65 million. With their generous donation, the Dodge Challenger SRT Hellcat raised more money for charity than any other car in Barrett-Jackson history.

Chrysler Group LLC U.S. Sales Summary September 2014

	Month Sales		**Vol %**	**Sales CYTD**		**Vol %**
Model	**Curr Yr**	**Pr Yr**	**Change**	**Curr Yr**	**Pr Yr**	**Change**
500	2,737	2,126	29%	26,616	28,994	-8%
500L	623	1,031	-40%	8,885	3,748	137%
FIAT BRAND	**3,360**	**3,157**	**6%**	**35,501**	**32,742**	**8%**
200	10,995	9,583	15%	75,142	102,859	-27%
300	4,757	5,036	-6%	39,584	44,186	-10%
Town & Country	13,029	10,632	23%	108,340	90,701	19%
CHRYSLER BRAND	**28,781**	**25,251**	**14%**	**223,066**	**237,746**	**-6%**
Compass	4,666	4,487	4%	47,918	41,736	15%
Patriot	9,117	6,053	51%	69,958	58,910	19%
Wrangler	13,955	11,984	16%	134,068	119,941	12%
Liberty		34	-100%	0	6,101	-100%
Cherokee	14,639	0	NEW	128,133	0	NEW
Grand Cherokee	12,854	14,906	-14%	136,310	128,697	6%

JEEP BRAND	**55,231**	**37,464**	**47%**	**516,387**	**355,385**	**45%**
Dart	6,923	7,922	-13%	60,763	65,836	-8%
Avenger	1,677	5,099	-67%	49,363	78,599	-37%
Charger	8,624	8,713	-1%	72,141	73,342	-2%
Challenger	3,619	3,932	-8%	38,376	42,577	-10%
Viper	108	45	140%	546	426	28%
Journey	7,230	6,955	4%	70,686	64,789	9%
Caravan	11,275	10,946	3%	104,071	91,570	14%
Durango	4,564	4,964	-8%	48,011	44,650	8%
DODGE BRAND	**44,020**	**48,576**	**-9%**	**443,957**	**461,834**	**-4%**
Ram P/U	36,612	28,145	30%	319,868	262,787	22%
Cargo Van	478	424	13%	7,290	6,509	12%
ProMaster Van	1,408	0	NEW	9,990	0	NEW
RAM BRAND	**38,498**	**28,569**	**35%**	**337,148**	**269,296**	**25%**
TOTAL CHRYSLER GROUP LLC	**169,890**	**143,017**	**19%**	**1,556,059**	**1,357,003**	**15%**
TOTAL CAR	**39,440**	**42,456**	**-7%**	**362,531**	**436,864**	**-17%**
TOTAL TRUCK	**130,450**	**100,561**	**30%**	**1,193,528**	**920,139**	**30%**

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